United Direct Marketing

User Manual

This document is intended to provide documentation for the use of the United Direct Marketing website, including the Content Management System (CMS), and associated features like micro website creation.

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1. Introduction

This user manual is intended for the administrator of the UDM Content Management System (CMS). The CMS utilized for the UDM website is FUEL CMS. This document is not intended to teach the user about FUEL. So any questions related to the source code of the website might be directed to the FUEL CMS team at http://www.getfuelcms.com/.

In this document you will learn how to manage pages on the site, manage micro websites including all of the data that is required for the microsite feature, manage the navigation options of the website, manage the subscriber list of email addresses, and manage the home page.

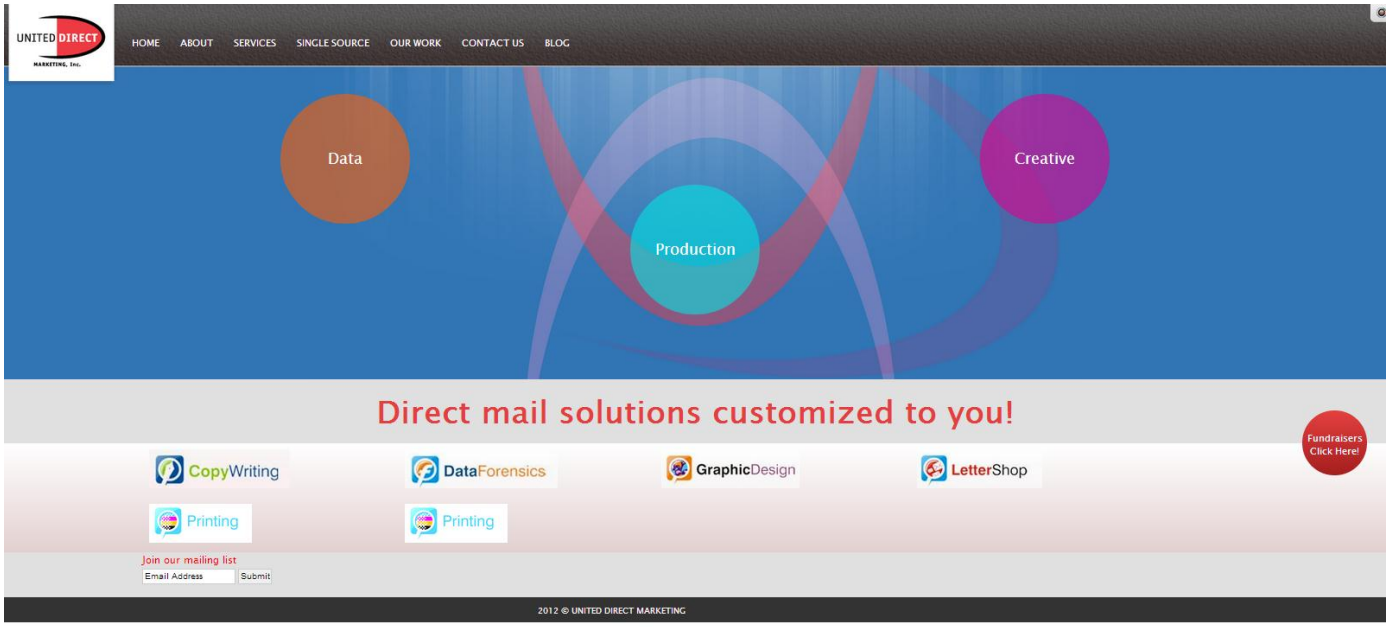

Figure 1 The Home page of the UDM website

2. Login to the System

1. Type in http://www.udm1.com/UDM/index.php/fuel/ in url bar of Chrome, IE, or Firefox
2. Enter the user name and password (admin:admin)

FUEL CMS
inject more into your web projects
User Name
admin
Password
Login
Forgot password?
FUEL CMS version 0.9.3 is developed by Daylight Studio and built upon the Codeigniter framework.
Copyright © 2013 Daylight Studio. All Rights Reserved.

Figure 2 FUEL CMS Login Screen

3. Successful login

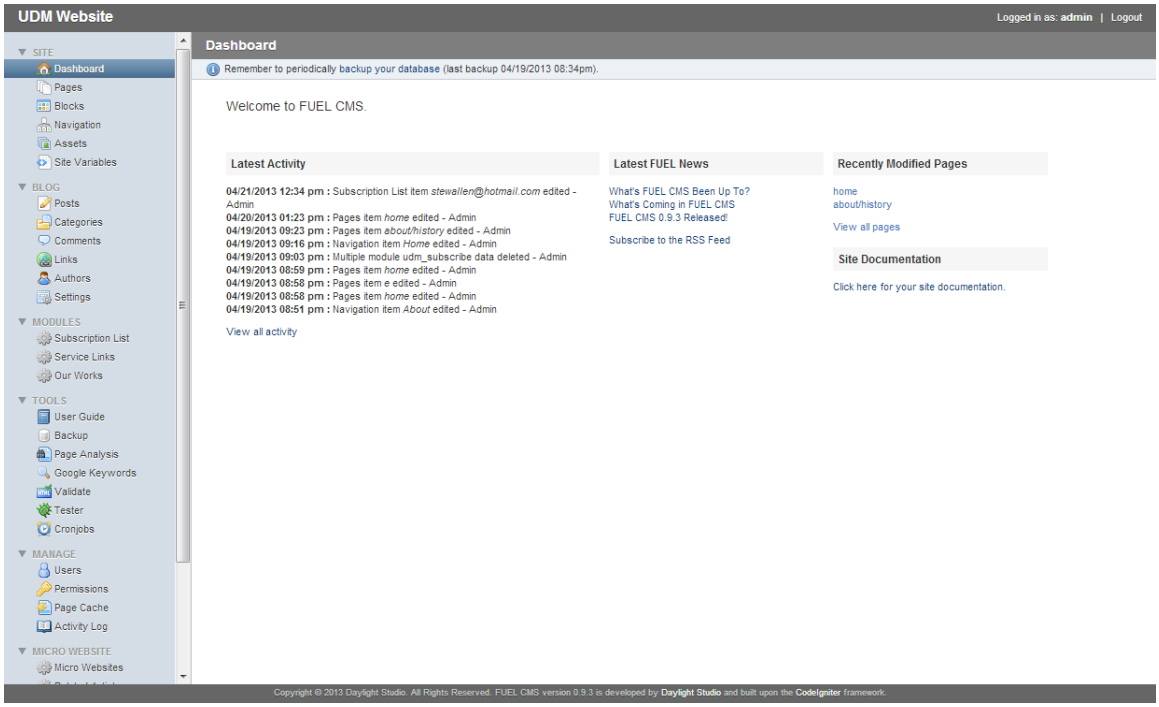

Figure 3 FUEL CMS Admin starting page

3. Logout from System

1. Click the logout button in the upper right corner of page

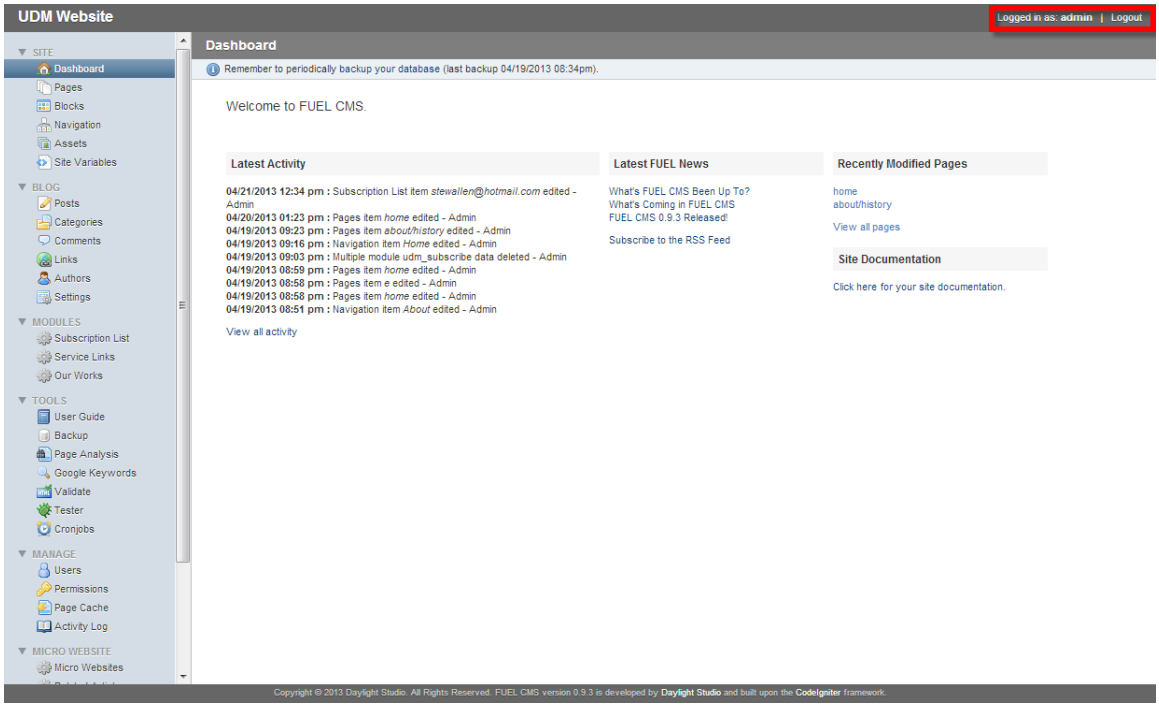

Figure 4 FUEL CMS Admin page to logout

4. Micro Website

4.1.Micro Website generation

1. The user must be logged into the system in order to continue further. See Login to the System.
2. Click the Micro Website button in the lower-left corner of the page

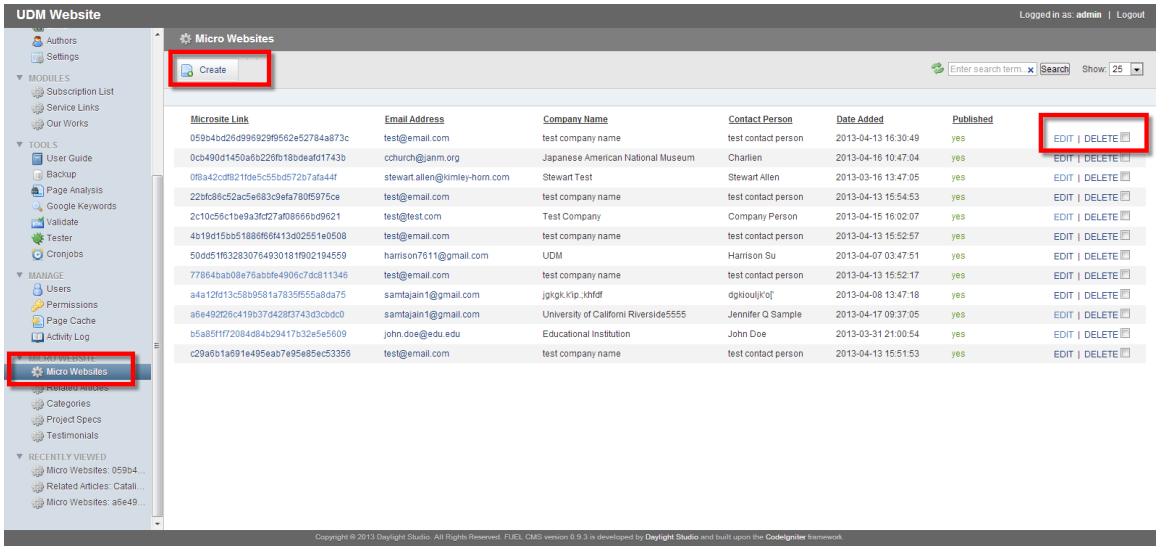
UDM Website
Logged in as: admin | Logout
Micro Websites
Create
Search
Show: 25
Microsite Link
Email Address
Company Name
Contact Person
Date Added
Published
059b4bd26d996929f9562e52784a873c test@email.com test company name test contact person 2013-04-13 16:30:49 yes EDIT | DELETE
0cb490d1450a6b226fb18bdeafd1743b cchurch@janm.org Japanese American National Museum Charlien 2013-04-16 10:47:04 yes EDIT | DELETE
0f8a42cdf821fde5c55bd572b7afa44f stewart.allen@kimley-horn.com Stewart Test Stewart Allen 2013-03-16 13:47:05 yes EDIT | DELETE
22bfc86c52ac5e683c9efa780f5975ce test@email.com test company name test contact person 2013-04-13 15:54:53 yes EDIT | DELETE
2c10c56c1be9a3fcf27af08666bd9621 test@test.com Test Company Company Person 2013-04-15 16:02:07 yes EDIT | DELETE
4b19d15bb51886f66f413d025551e0508 test@email.com test company name test contact person 2013-04-13 15:52:57 yes EDIT | DELETE
50dd51f63283076493018 1f902194559 harrison7611@gmail.com UDM Harrison Su 2013-04-07 03:47:51 yes EDIT | DELETE
77864bab08e76abbfe4906c7dc811346 test@email.com test company name test contact person 2013-04-13 15:52:17 yes EDIT | DELETE
a4a12fd13c58b9581a7835f555a8da75 samtajain1@gmail.com jgkgk.k'ip.;khfdf dgkioulj'k'o[' 2013-04-08 13:47:18 yes EDIT | DELETE
a6e492f26c419b37d428f3743d3cbdc0 samtajain1@gmail.com University of Californi Riverside5555 Jennifer Q Sample 2013-04-17 09:37:05 yes EDIT | DELETE
b5a85f1f72084d84b29417b32e5e5609 john.doe@edu.edu Educational Institution John Doe 2013-03-31 21:00:54 yes EDIT | DELETE
c29a6b1a691e495eab7e95e85ec53356 test@email.com test company name test contact person 2013-04-13 15:51:53 yes EDIT | DELETE
Micro Websites
Copyright © 2013 Daylight Studio. All Rights Reserved. FUEL CMS version 0.9.3 is developed by Daylight Studio and built upon the CodeIgniter framework.

Figure 5 FUEL CMS Micro website link

3. Click the Create button

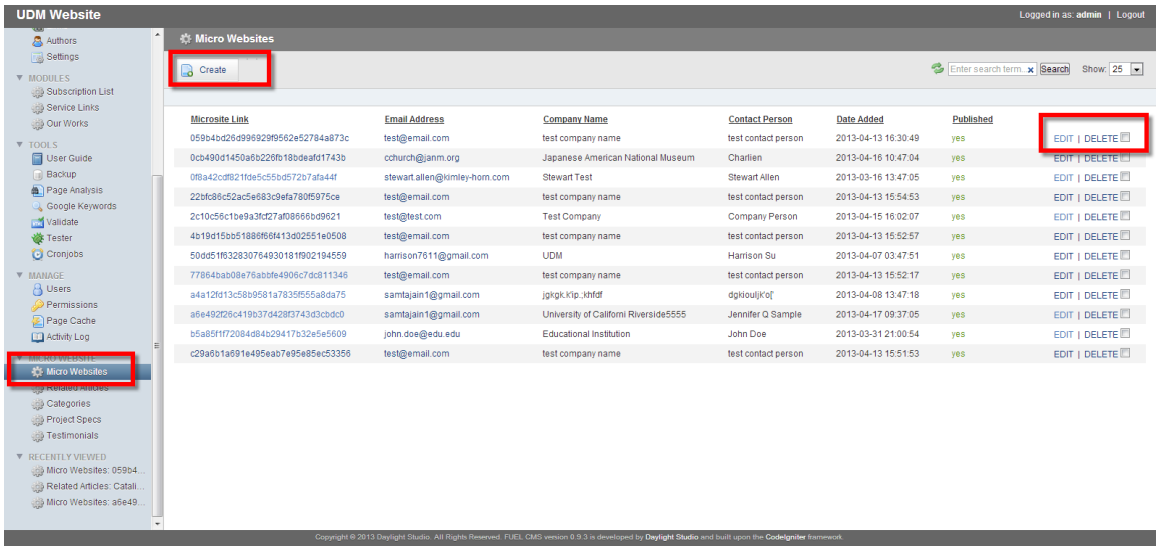
UDM Website
Logged in as: admin | Logout
Micro Websites
Create
Search
Show: 25
Microsite Link
Email Address
Company Name
Contact Person
Date Added
Published
059b4bd26d996929f9562e52784a873c test@email.com test company name test contact person 2013-04-13 16:30:49 yes EDIT | DELETE
0cb490d1450a6b226fb18bdeafd1743b cchurch@janm.org Japanese American National Museum Charlien 2013-04-16 10:47:04 yes EDIT | DELETE
0f8a42cdf821fde5c55bd572b7afa44f stewart.allen@kimley-horn.com Stewart Test Stewart Allen 2013-03-16 13:47:05 yes EDIT | DELETE
22bfc86c52ac5e683c9efa780f5975ce test@email.com test company name test contact person 2013-04-13 15:54:53 yes EDIT | DELETE
2c10c56c1be9a3fcf27af08666bd9621 test@test.com Test Company Company Person 2013-04-15 16:02:07 yes EDIT | DELETE
4b19d15bb51886f66f413d025551e0508 test@email.com test company name test contact person 2013-04-13 15:52:57 yes EDIT | DELETE
50dd51f63283076493018 1f902194559 harrison7611@gmail.com UDM Harrison Su 2013-04-07 03:47:51 yes EDIT | DELETE
77864bab08e76abbfe4906c7dc811346 test@email.com test company name test contact person 2013-04-13 15:52:17 yes EDIT | DELETE
a4a12fd13c58b9581a7835f555a8da75 samtajain1@gmail.com jgkgk.k'ip.;khfdf dgkioulj'k'o[' 2013-04-08 13:47:18 yes EDIT | DELETE
a6e492f26c419b37d428f3743d3cbdc0 samtajain1@gmail.com University of Californi Riverside5555 Jennifer Q Sample 2013-04-17 09:37:05 yes EDIT | DELETE
b5a85f1f72084d84b29417b32e5e5609 john.doe@edu.edu Educational Institution John Doe 2013-03-31 21:00:54 yes EDIT | DELETE
c29a6b1a691e495eab7e95e85ec53356 test@email.com test company name test contact person 2013-04-13 15:51:53 yes EDIT | DELETE
Micro Websites
Copyright © 2013 Daylight Studio. All Rights Reserved. FUEL CMS version 0.9.3 is developed by Daylight Studio and built upon the CodeIgniter framework.

Figure 6 FUEL CMS create a new Micro Website

4. Type in the related information you want to create for customer -> then click upload proposal file

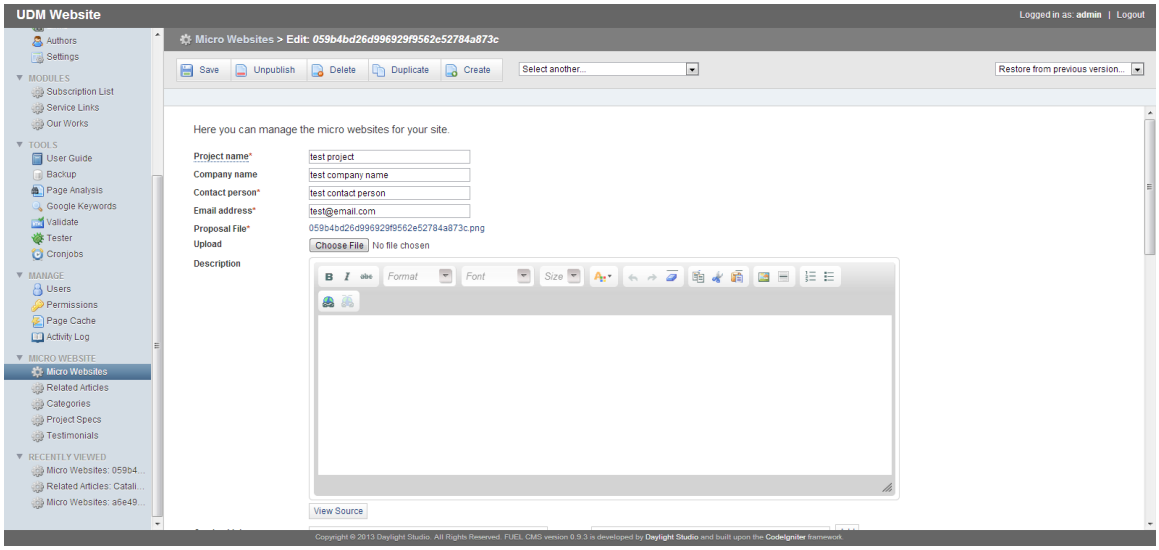

Figure 7 FUEL CMS fill in the Micro Website page information

After typing basic information -> then scroll down you will find Case studies, Package illustration, and testimonial items (red line represents the items) -> click → button means adding objects (click ← means deleting objects) -> then you can decide publish it or not. Finally, select "Save"

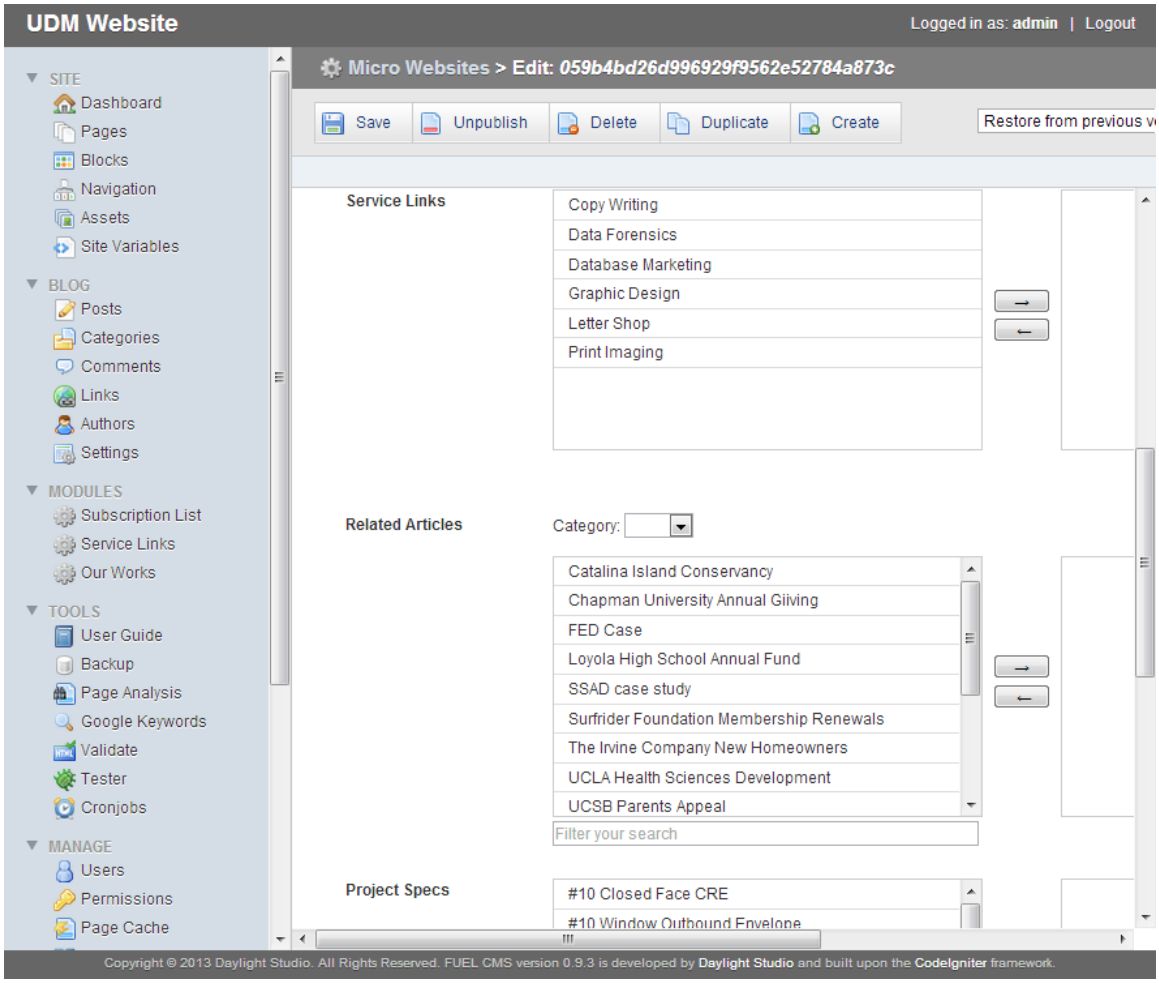

Figure 8 FUEL CMS fill in the Micro Website service links, related articles, and other information

5. Successfully generated!

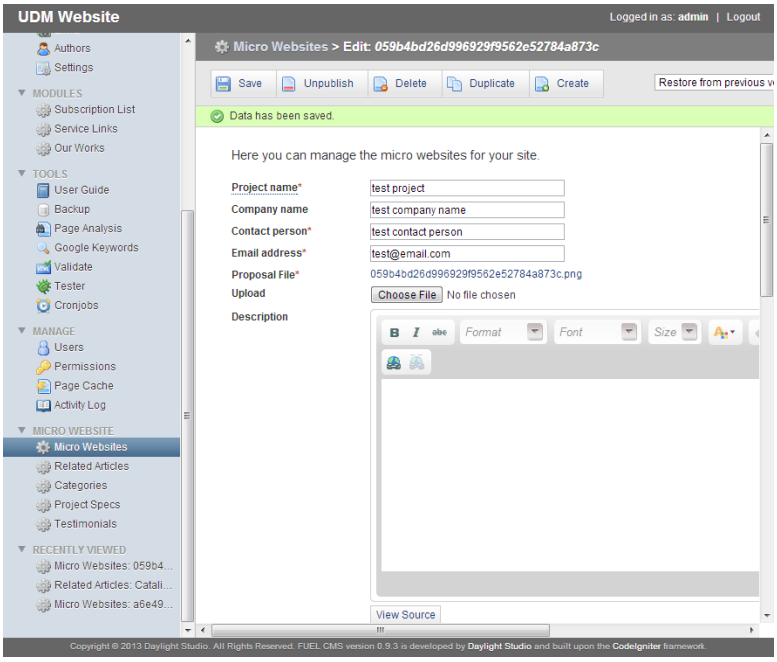

Figure 9 FUEL CMS successful creation of Micro Website

4.2.Micro Website management

1. Click the Micro Website button in the lower-left corner of the page

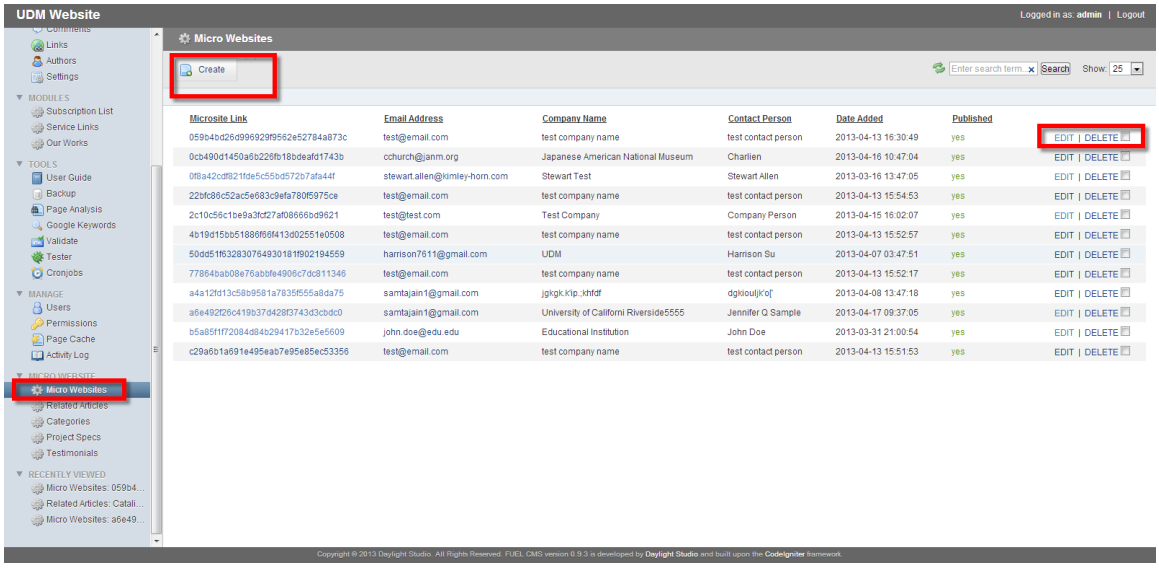

Figure 10 Managing the Micro Website pages

2. You will see the page show “Edit” and “Delete” buttons in the upper-right corner

2.1 If you want to edit the micro website click “EDIT” button or delete the micro website click “DELETE” button.

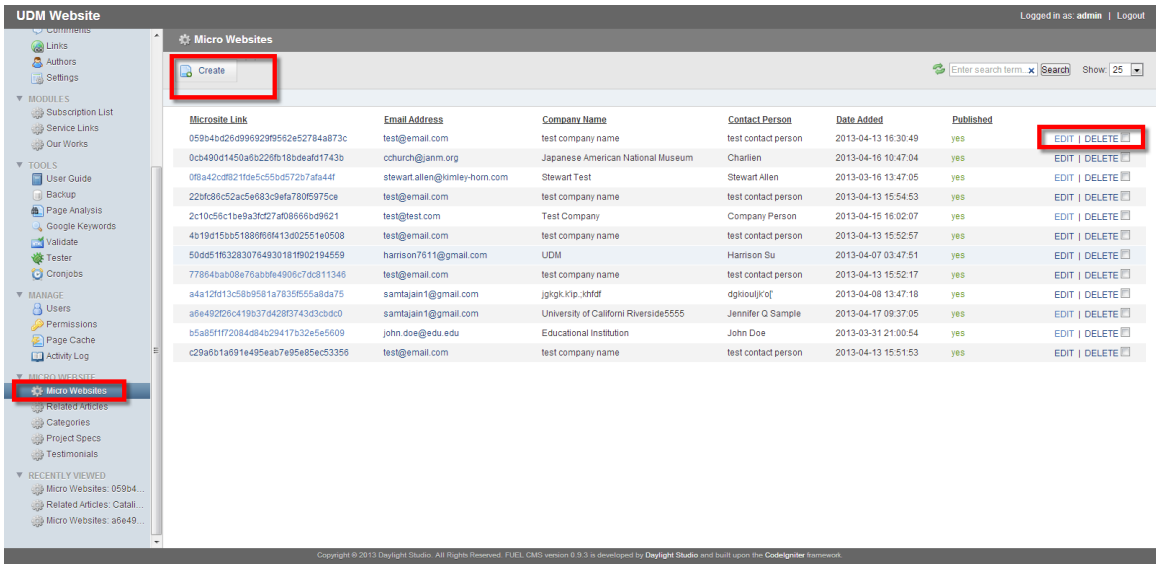

Figure 11 Edit or Delete a Micro Website from the list

4.3. Services Links generation and management

Use the following set of CMS services to manage the content on the services portion of the website.

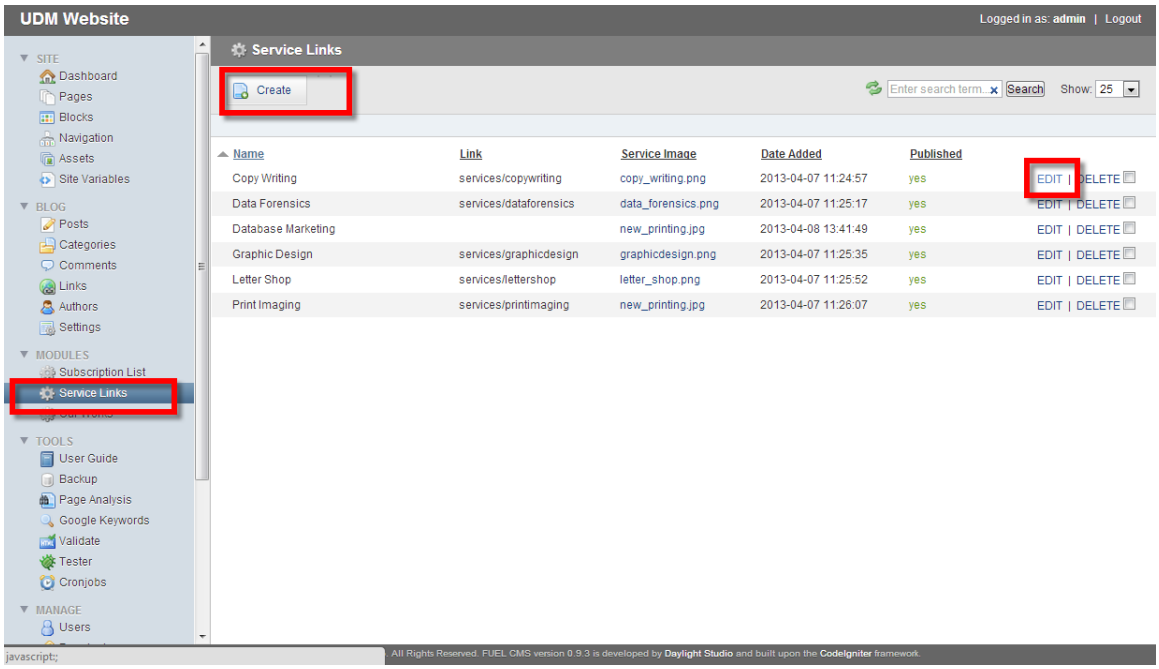

Figure 12 Services Link generation and management feature

4.4.Project Specs generation and management

Use the following set of CMS features to manage the content for the package illustration portion of the website.

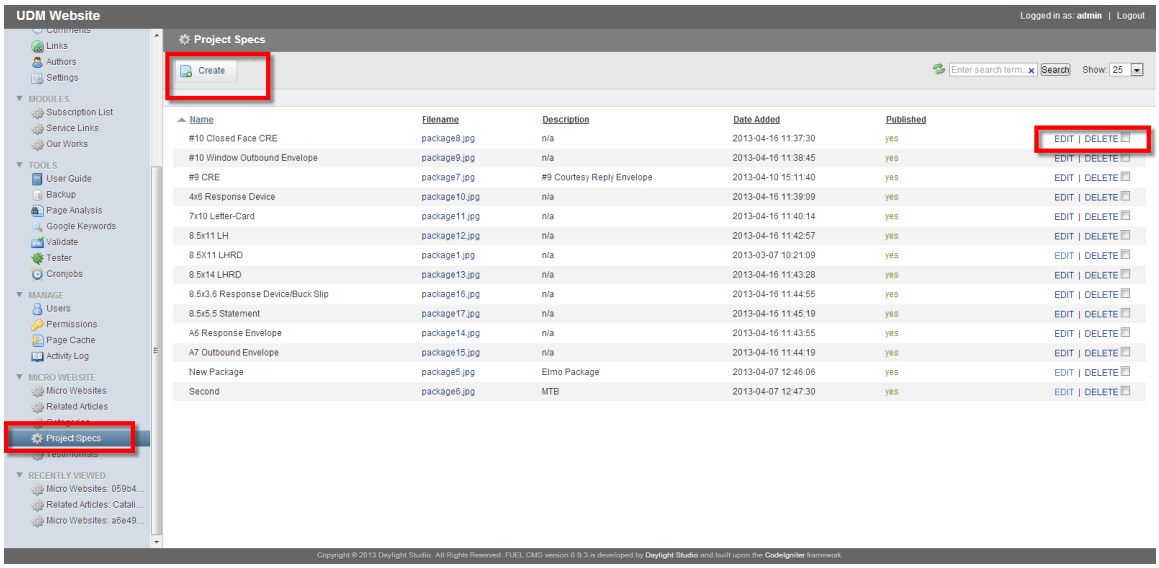

Figure 13 Project Specs management

4.5.Related Articles generation

1. Click the Related Articles button in the lower-left corner of the page

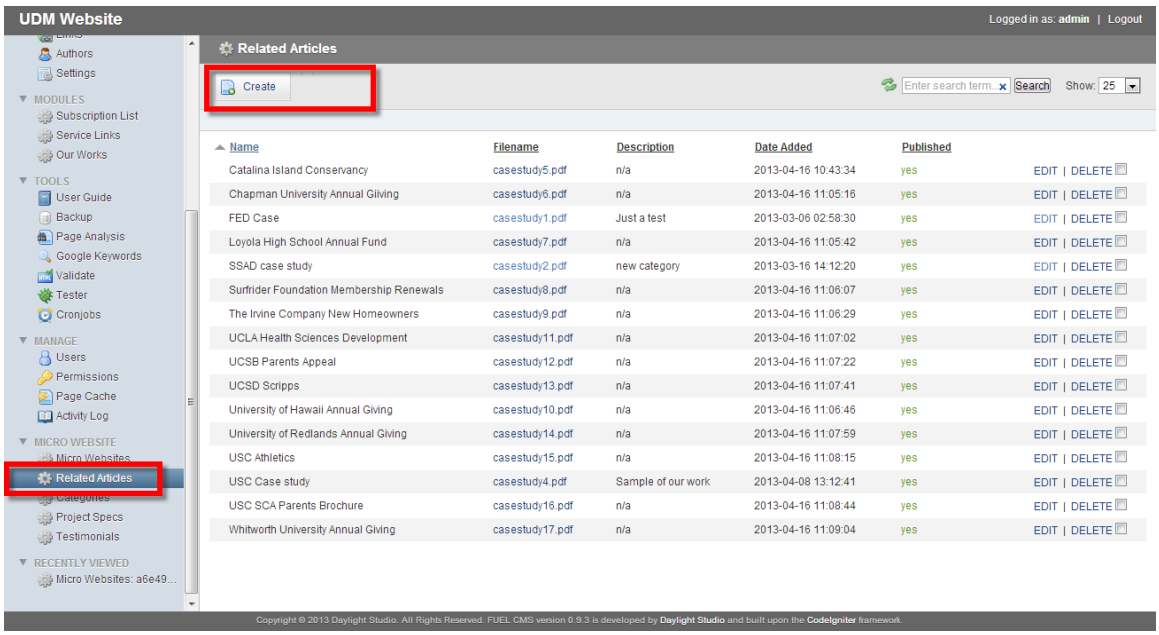

Figure 14 List of Related Articles, Categories, Testimonials, and Package Illustrations

2. Click the Create button

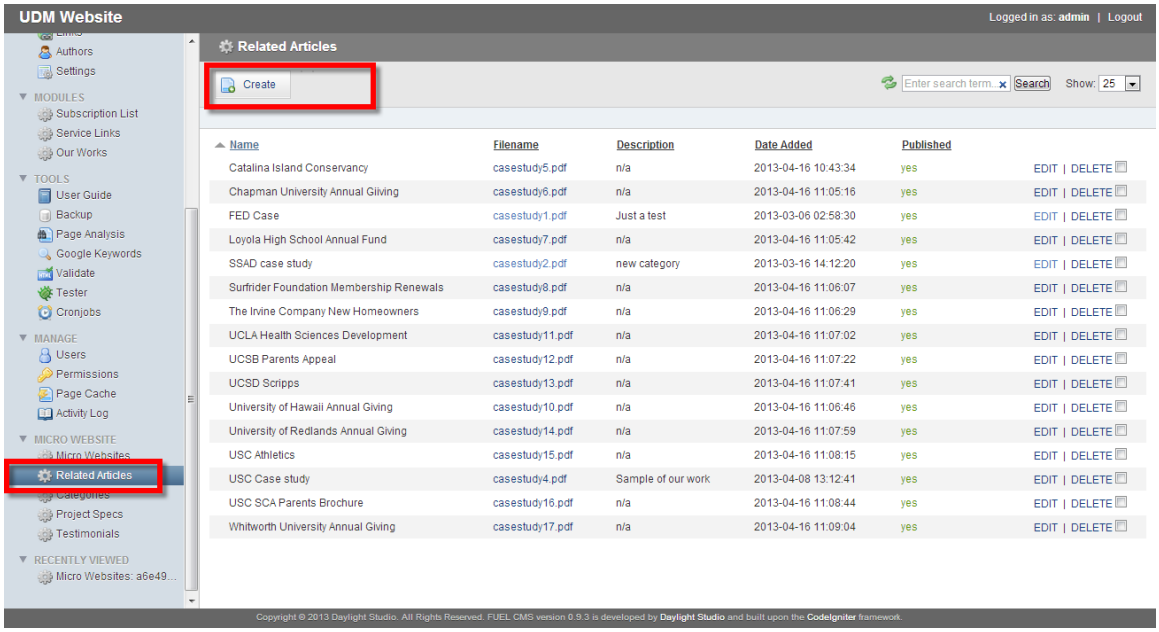
UDM Website
Logged in as: admin | Logout
Related Articles
Create
Enter search term...
Search
Show: 25
Name
Filename
Description
Date Added
Published
Catalina Island Conservancy casestudy5.pdf n/a 2013-04-16 10:43:34 yes EDIT | DELETE
Chapman University Annual Giving casestudy6.pdf n/a 2013-04-16 11:05:16 yes EDIT | DELETE
FED Case casestudy1.pdf Just a test 2013-03-06 02:58:30 yes EDIT | DELETE
Loyola High School Annual Fund casestudy7.pdf n/a 2013-04-16 11:05:42 yes EDIT | DELETE
SSAD case study casestudy2.pdf new category 2013-03-16 14:12:20 yes EDIT | DELETE
Surfrider Foundation Membership Renewals casestudy8.pdf n/a 2013-04-16 11:06:07 yes EDIT | DELETE
The Irvine Company New Homeowners casestudy9.pdf n/a 2013-04-16 11:06:29 yes EDIT | DELETE
UCLA Health Sciences Development casestudy11.pdf n/a 2013-04-16 11:07:02 yes EDIT | DELETE
UCSB Parents Appeal casestudy12.pdf n/a 2013-04-16 11:07:22 yes EDIT | DELETE
UCSD Scripps casestudy13.pdf n/a 2013-04-16 11:07:41 yes EDIT | DELETE
University of Hawaii Annual Giving casestudy10.pdf n/a 2013-04-16 11:06:46 yes EDIT | DELETE
University of Redlands Annual Giving casestudy14.pdf n/a 2013-04-16 11:07:59 yes EDIT | DELETE
USC Athletics casestudy15.pdf n/a 2013-04-16 11:08:15 yes EDIT | DELETE
USC Case study casestudy4.pdf Sample of our work 2013-04-08 13:12:41 yes EDIT | DELETE
USC SCA Parents Brochure casestudy16.pdf n/a 2013-04-16 11:08:44 yes EDIT | DELETE
Whitworth University Annual Giving casestudy17.pdf n/a 2013-04-16 11:09:04 yes EDIT | DELETE
Related Articles
Copyright © 2013 Daylight Studio. All Rights Reserved. FUEL CMS version 0.9.3 is developed by Daylight Studio and built upon the CodeIgniter framework.

Figure 15 Create a Related Article

3. Fill out the related information -> upload case study files -> adding categories from the list -> decide to publish it or not -> Click “Save” button

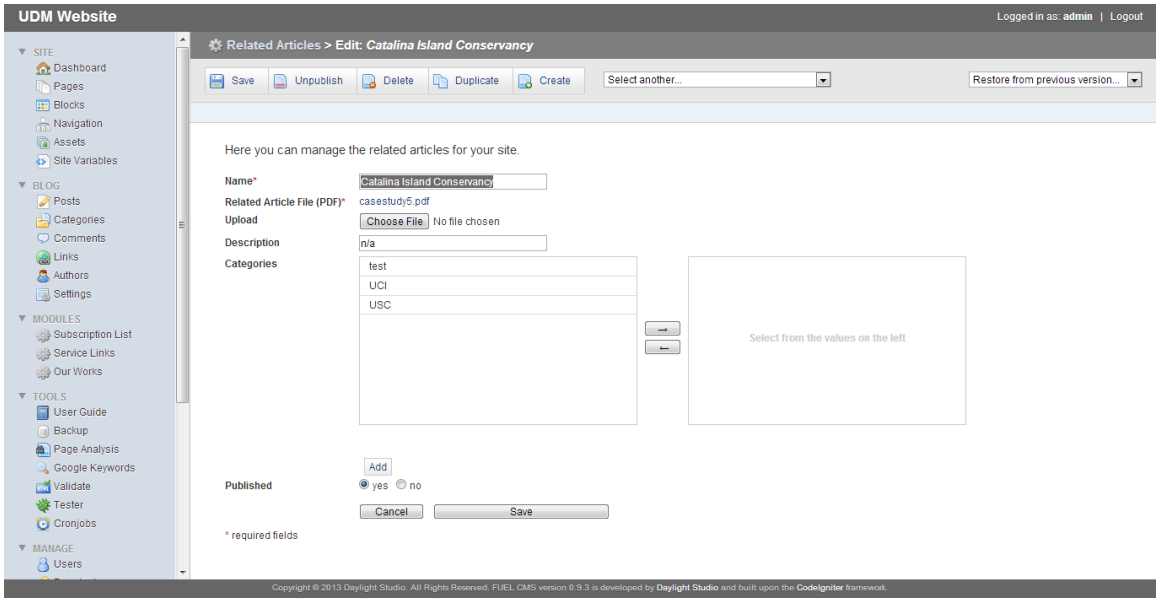

Figure 16 Fill in the webpage information for a Related Article

4. Successful created

4.6.Related Article management

1. Click the Related Article button in the lower-left corner of the page

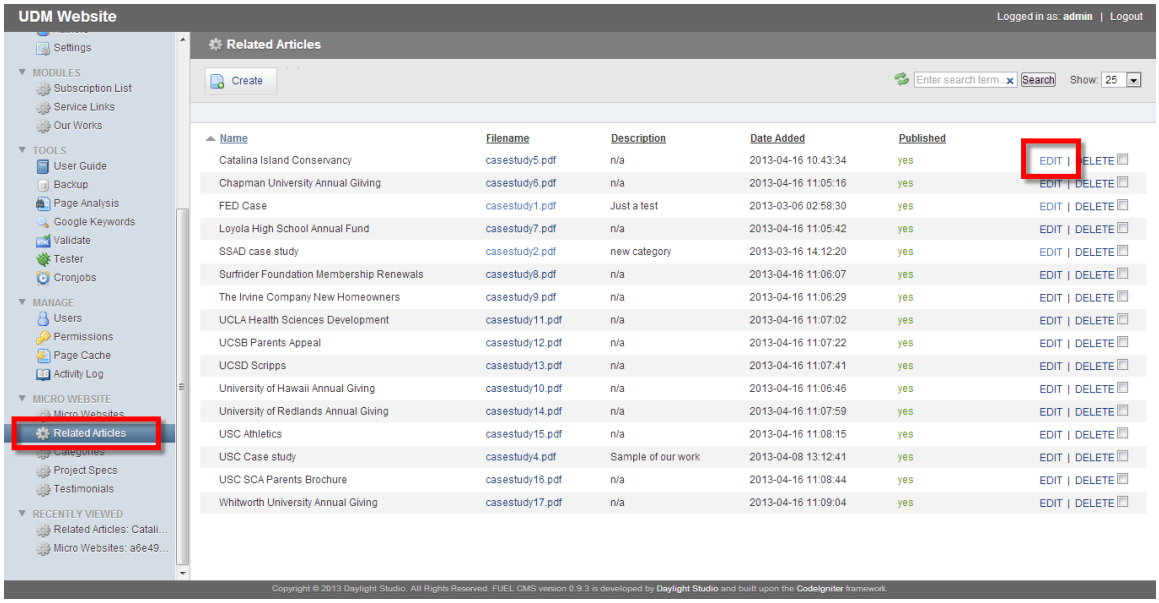
UDM Website
Logged in as: admin | Logout
Related Articles
Create
Search
Show: 25
Name
Filename
Description
Date Added
Published
Catalina Island Conservancy casestudy5.pdf n/a 2013-04-16 10:43:34 yes EDIT | DELETE
Chapman University Annual Giving casestudy6.pdf n/a 2013-04-16 11:05:16 yes EDIT | DELETE
FED Case casestudy1.pdf Just a test 2013-03-06 02:58:30 yes EDIT | DELETE
Loyola High School Annual Fund casestudy7.pdf n/a 2013-04-16 11:05:42 yes EDIT | DELETE
SSAD case study casestudy2.pdf new category 2013-03-16 14:12:20 yes EDIT | DELETE
Surfrider Foundation Membership Renewals casestudy8.pdf n/a 2013-04-16 11:06:07 yes EDIT | DELETE
The Irvine Company New Homeowners casestudy9.pdf n/a 2013-04-16 11:06:29 yes EDIT | DELETE
UCLA Health Sciences Development casestudy11.pdf n/a 2013-04-16 11:07:02 yes EDIT | DELETE
UCSB Parents Appeal casestudy12.pdf n/a 2013-04-16 11:07:22 yes EDIT | DELETE
UCSD Scripps casestudy13.pdf n/a 2013-04-16 11:07:41 yes EDIT | DELETE
University of Hawaii Annual Giving casestudy10.pdf n/a 2013-04-16 11:06:46 yes EDIT | DELETE
University of Redlands Annual Giving casestudy14.pdf n/a 2013-04-16 11:07:59 yes EDIT | DELETE
USC Athletics casestudy15.pdf n/a 2013-04-16 11:08:15 yes EDIT | DELETE
USC Case study casestudy4.pdf Sample of our work 2013-04-08 13:12:41 yes EDIT | DELETE
USC SCA Parents Brochure casestudy16.pdf n/a 2013-04-16 11:08:44 yes EDIT | DELETE
Whitworth University Annual Giving casestudy17.pdf n/a 2013-04-16 11:09:04 yes EDIT | DELETE
Settings
MODULES
Subscription List
Service Links
Our Works
TOOLS
User Guide
Backup
Page Analysis
Google Keywords
Validate
Tester
Cronjobs
MANAGE
Users
Permissions
Page Cache
Activity Log
MICRO WEBSITE
Micro Websites
Related Articles
Categories
Project Specs
Testimonials
RECENTLY VIEWED
Related Articles: Catali...
Micro Websites: a6e49...
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Figure 17 Edit or Delete the Related Articles content pages

1. You will see the page show “Edit” and “Delete” buttons in the upper-right corner

2.1 If you want to edit the Related Article then click “EDIT” button or delete the micro website click “DELETE” button.

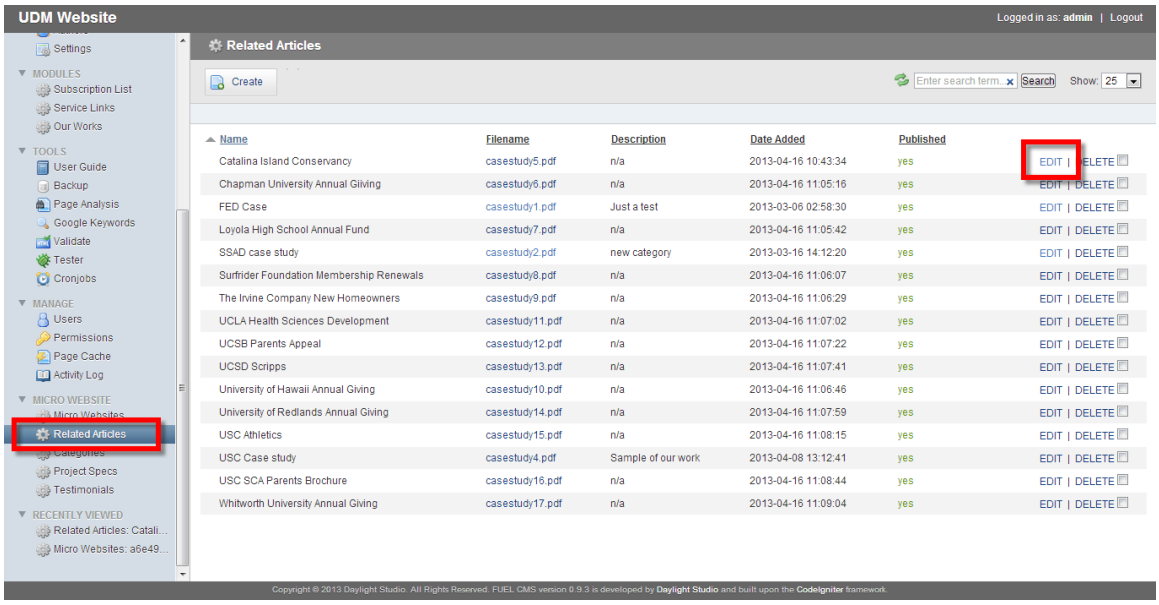
UDM Website
Logged in as: admin | Logout
Related Articles
Create
Search
Show: 25
Name
Filename
Description
Date Added
Published
Catalina Island Conservancy casestudy5.pdf n/a 2013-04-16 10:43:34 yes EDIT | DELETE
Chapman University Annual Giving casestudy6.pdf n/a 2013-04-16 11:05:16 yes EDIT | DELETE
FED Case casestudy1.pdf Just a test 2013-03-06 02:58:30 yes EDIT | DELETE
Loyola High School Annual Fund casestudy7.pdf n/a 2013-04-16 11:05:42 yes EDIT | DELETE
SSAD case study casestudy2.pdf new category 2013-03-16 14:12:20 yes EDIT | DELETE
Surfrider Foundation Membership Renewals casestudy8.pdf n/a 2013-04-16 11:06:07 yes EDIT | DELETE
The Irvine Company New Homeowners casestudy9.pdf n/a 2013-04-16 11:06:29 yes EDIT | DELETE
UCLA Health Sciences Development casestudy11.pdf n/a 2013-04-16 11:07:02 yes EDIT | DELETE
UCSB Parents Appeal casestudy12.pdf n/a 2013-04-16 11:07:22 yes EDIT | DELETE
UCSD Scripps casestudy13.pdf n/a 2013-04-16 11:07:41 yes EDIT | DELETE
University of Hawaii Annual Giving casestudy10.pdf n/a 2013-04-16 11:06:46 yes EDIT | DELETE
University of Redlands Annual Giving casestudy14.pdf n/a 2013-04-16 11:07:59 yes EDIT | DELETE
USC Athletics casestudy15.pdf n/a 2013-04-16 11:08:15 yes EDIT | DELETE
USC Case study casestudy4.pdf Sample of our work 2013-04-08 13:12:41 yes EDIT | DELETE
USC SCA Parents Brochure casestudy16.pdf n/a 2013-04-16 11:08:44 yes EDIT | DELETE
Whitworth University Annual Giving casestudy17.pdf n/a 2013-04-16 11:09:04 yes EDIT | DELETE
Settings
MODULES
Subscription List
Service Links
Our Works
TOOLS
User Guide
Backup
Page Analysis
Google Keywords
Validate
Tester
Cronjobs
MANAGE
Users
Permissions
Page Cache
Activity Log
MICRO WEBSITE
Micro Websites
Related Articles
Categories
Project Specs
Testimonials
RECENTLY VIEWED
Related Articles: Catali...
Micro Websites: a6e49...
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Figure 18 Edit or Delete the Related Article content pages

2. You can see edit workspace in the page -> edit your contents -> then “Save”-> complete!

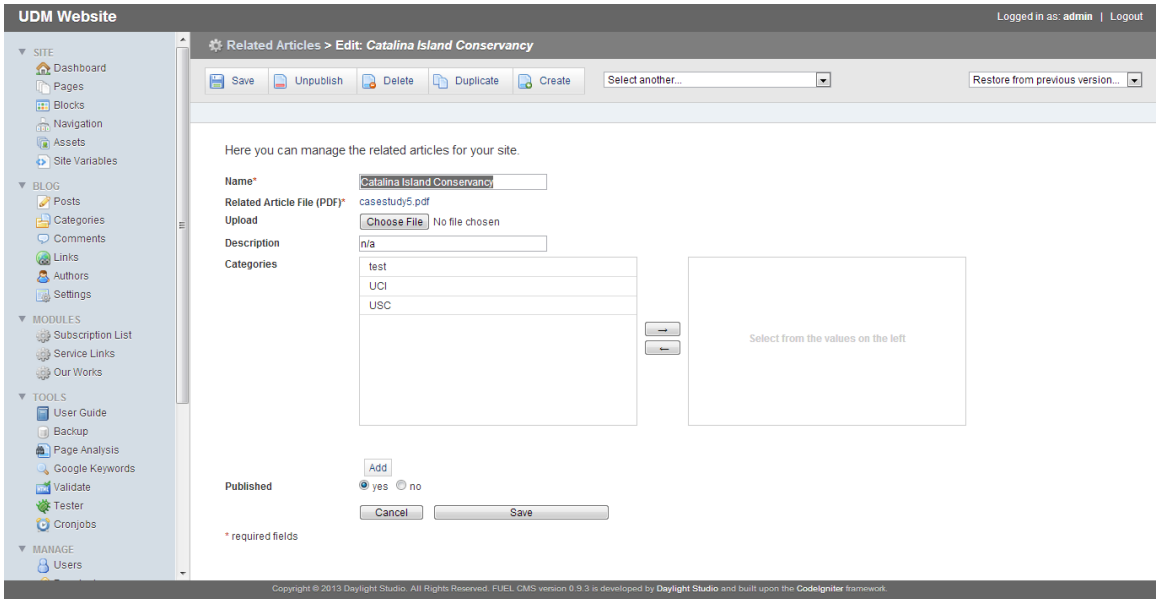


Figure 19 Save Related Article modifications

4.7.Testimonial generation

1. Click the Testimonials button in the left of the page

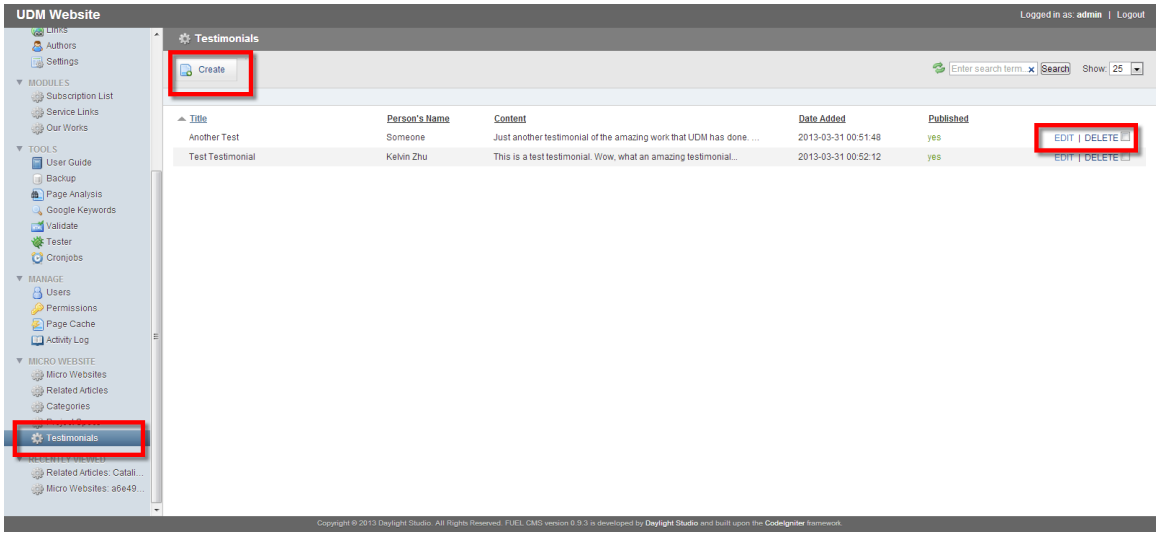


Figure 20 View the Testimonials for the website

2. Click the create button to create a Testimonial

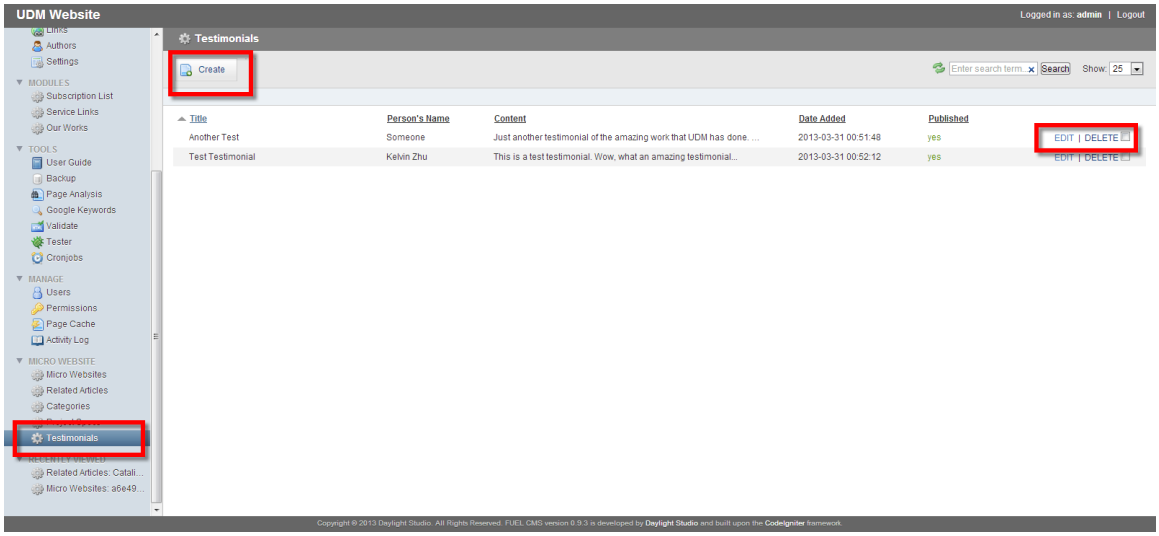


Figure 21 Create a new testimonial for the website

3. Fill out the Title, Name and contents -> then decide publish or not -> Click "Save" to create a Testimonial -> complete

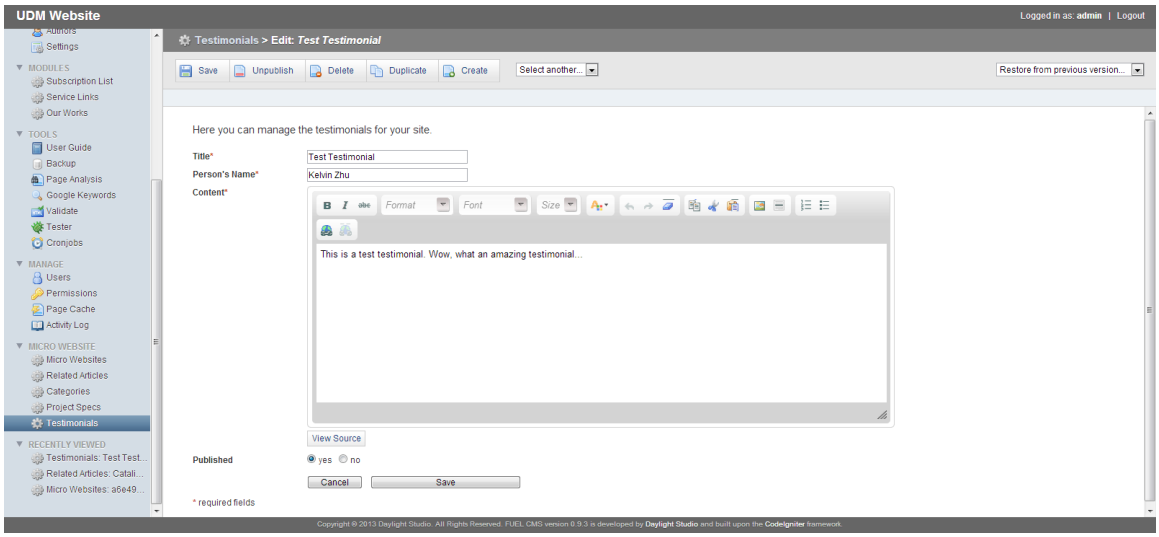


Figure 22 Modify the Testimonial information

4.8.Testimonial management

1. You will see the page show "Edit" and "Delete" buttons in the upper-right corner

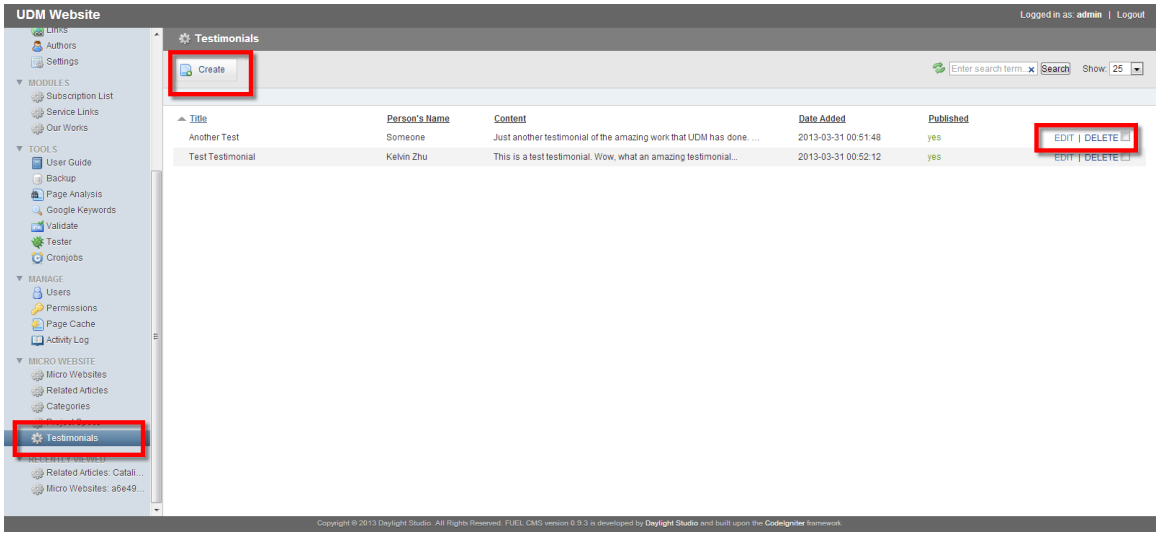


Figure 23 Edit or delete the testimonial content

2.1 If you want to edit the Testimonial then click “EDIT” button or delete the Testimonial click “DELETE” button. -> complete!

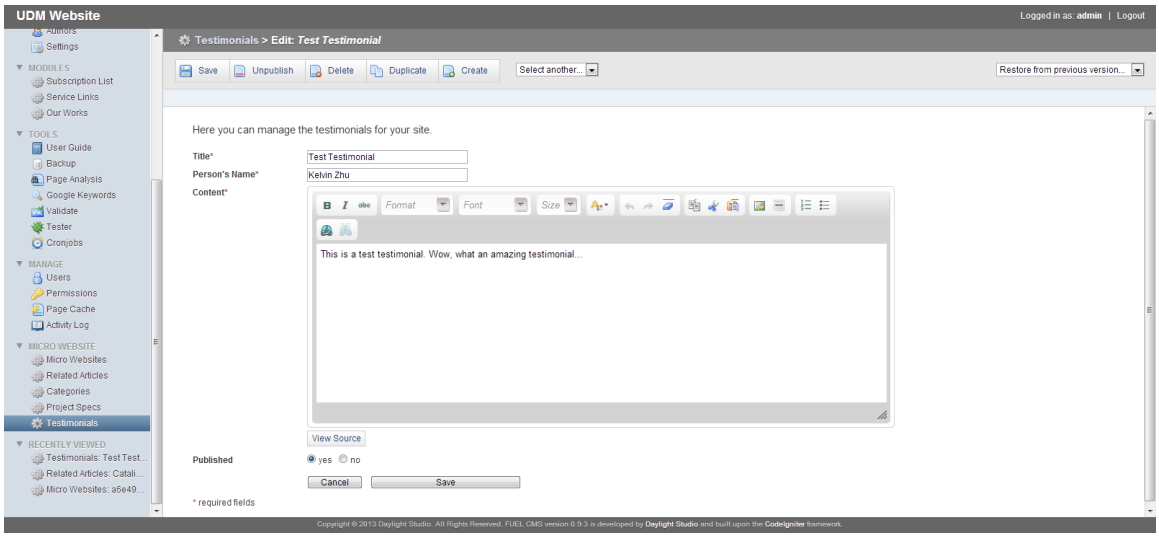


Figure 24 Modify the testimonial content

5. Email subscriber

5.1.Send an email to subscribers

1. Click on the UDM subscribe button in the left of the page

2. Select the ‘Email Subscribers’ button

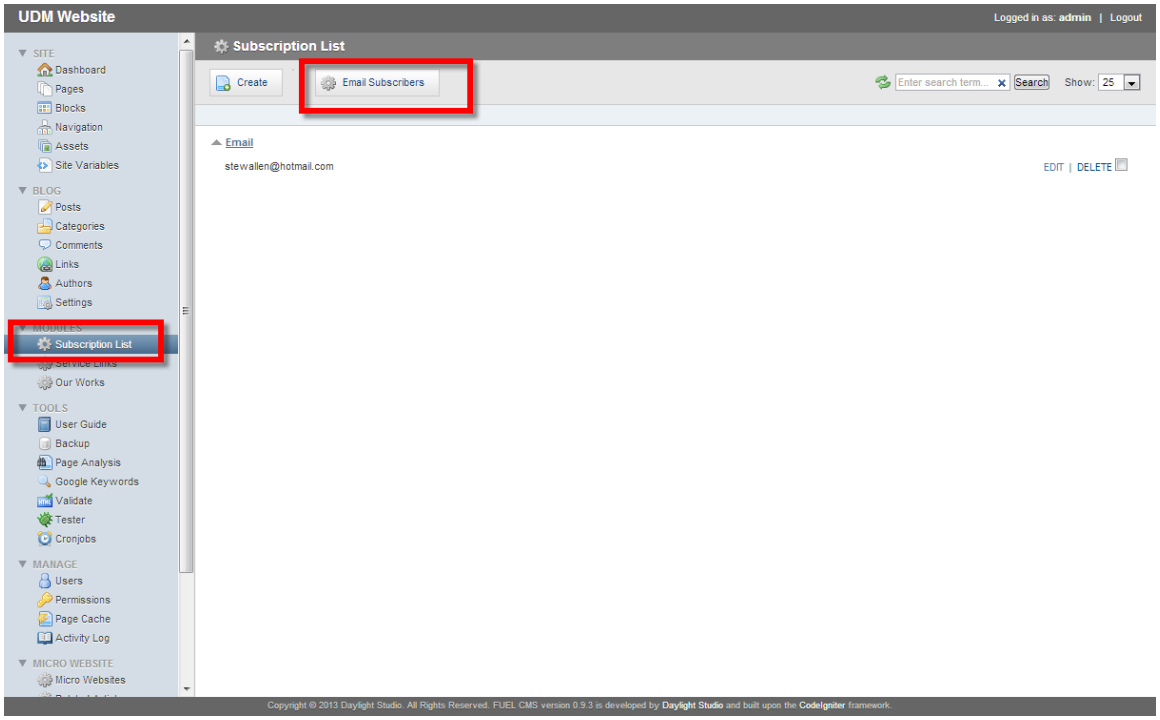


Figure 25 Email the subscribers of the UDM website

3. Select the 'Send Email To All' link of the page with the email links. Also, if you right click and select the 'Download CSV File' link, you may download a csv file of all of the email addresses in the list.

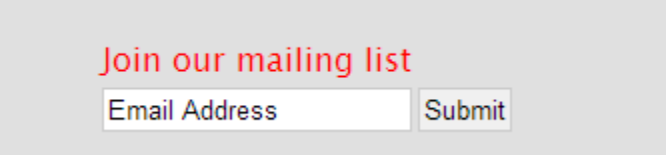
DAYLIGHT
About Daylight | Contact
FUEL CMS
INJECT MORE INTO YOUR WEB PROJECTS
An easy, flexible, empowering Content Management System for rapid development that transforms your CodeIgniter projects into client manageable brilliance.
Subscriber List Email View
Download CSV File
Send Email To All
stewallen@hotmail.com
FUEL CMS is a product by Daylight Studio
Copyright © 2013 Daylight Studio. All Rights Reserved.

Figure 26 Select the 'Send Email To All' or 'Download CSV File' to send email to everyone

4. The system will launch the users local email system like Outlook to complete the email
5. Additionally, the user may select the CSV hyperlink, right click and download to get a CSV file of the email addresses

5.2.Email subscriber generation

1. Note: the system also has a feature where the subscription can be added from the web system. The process described below is to add an email using FUEL.



2. Click the UDM subscribe button in the left of the page

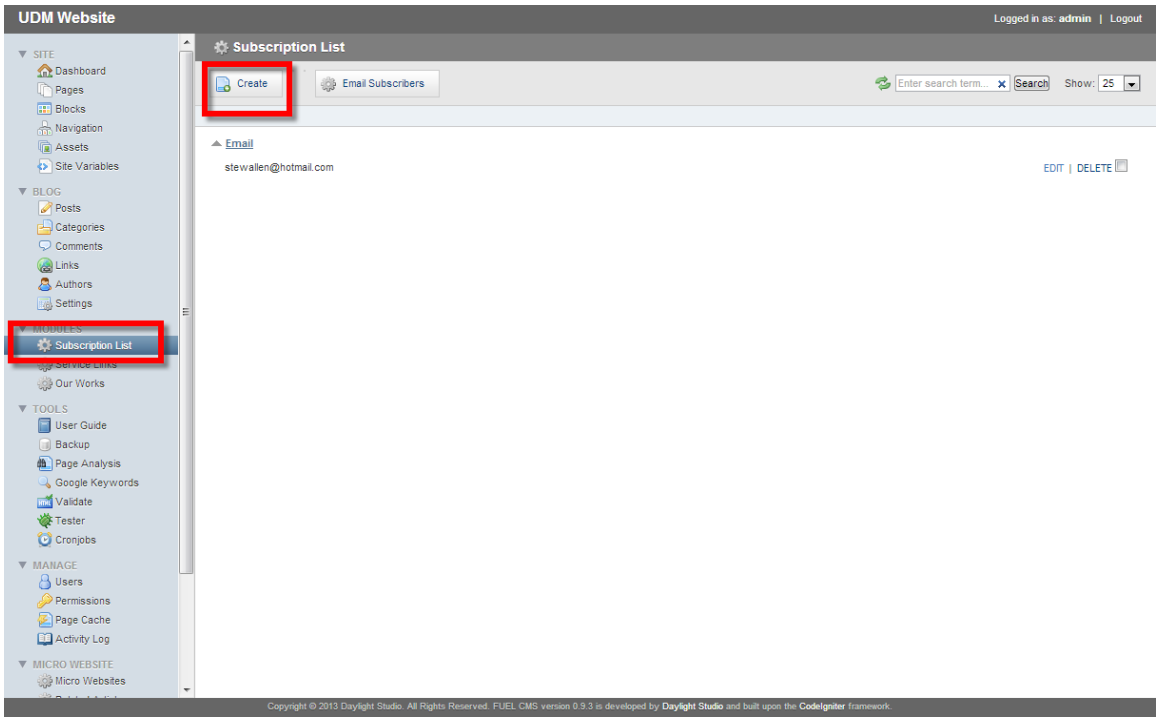


Figure 27 Manage the subscription list

3. Click the create button to create email subscribe

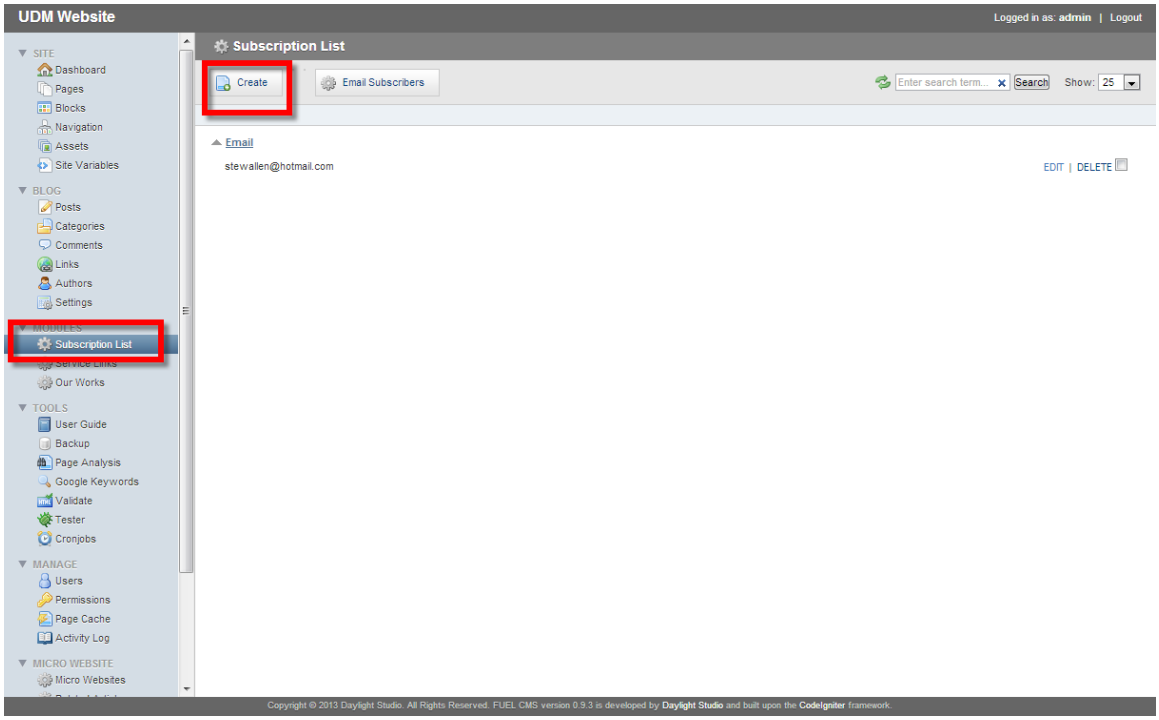


Figure 28 Create a new subscriber email

4. Fill out the email which the customer can subscribe -> then click “Save”-> Complete!

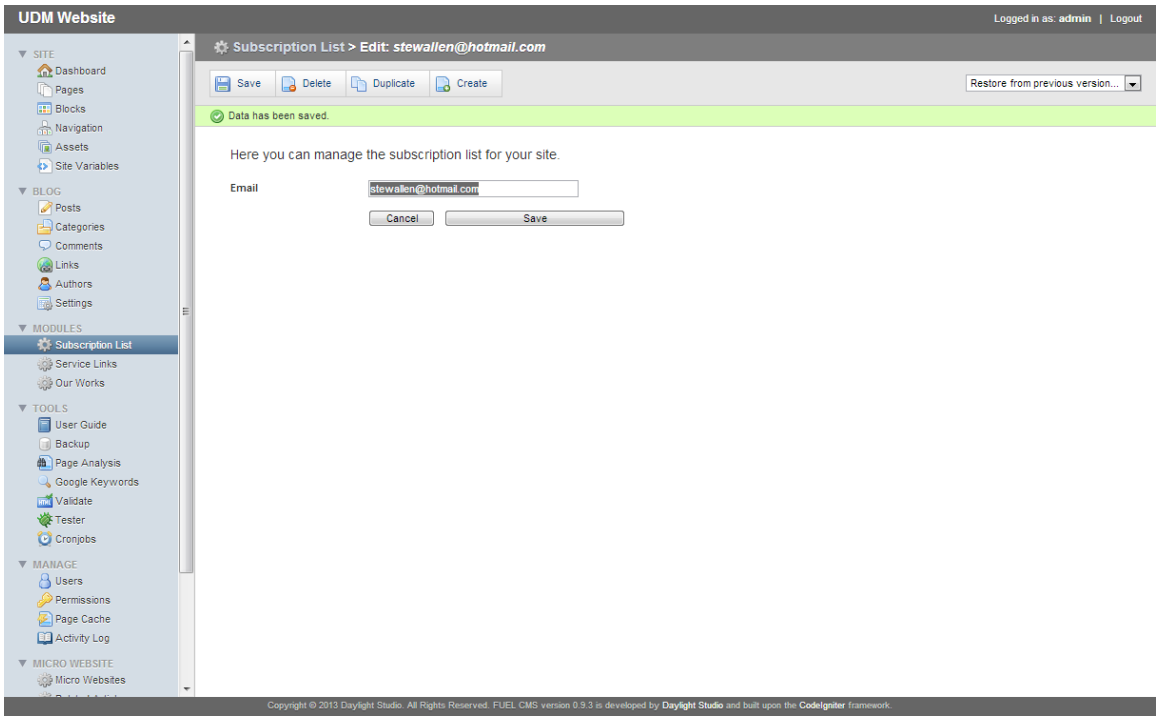


Figure 29 Save a new subscriber email

5.3.Email subscriber management

2. You will see the page show “Edit” and “Delete” buttons in the upper-right corner

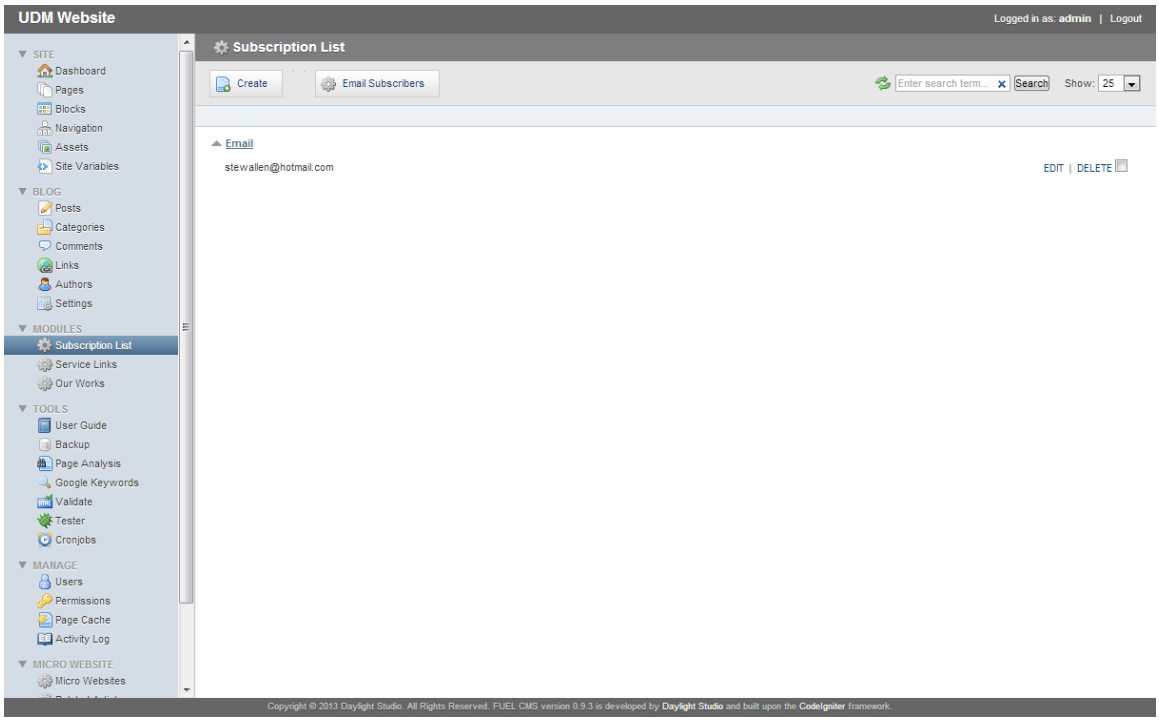


Figure 30 Edit or Delete a subscriber account from the list

2.1 If you want to edit the subscriber then click “EDIT” button or delete the subscriber click “DELETE” button. -> complete!

6. Service Links

Use the service links CMS page to manage the service links that are displayed at the bottom of the pages for the Website. Please note that it is important to load icons that are RGB formatted in order for the background to not display white. The icons in the figure below were captured using a screen capturing tool, so the backgrounds are not the correct, transparent color. Also, the URL that is navigated to when the user clicks on the service link is set in the ‘Link’ option of the editing form.

Figure 31 The Service Links that are displayed on the website

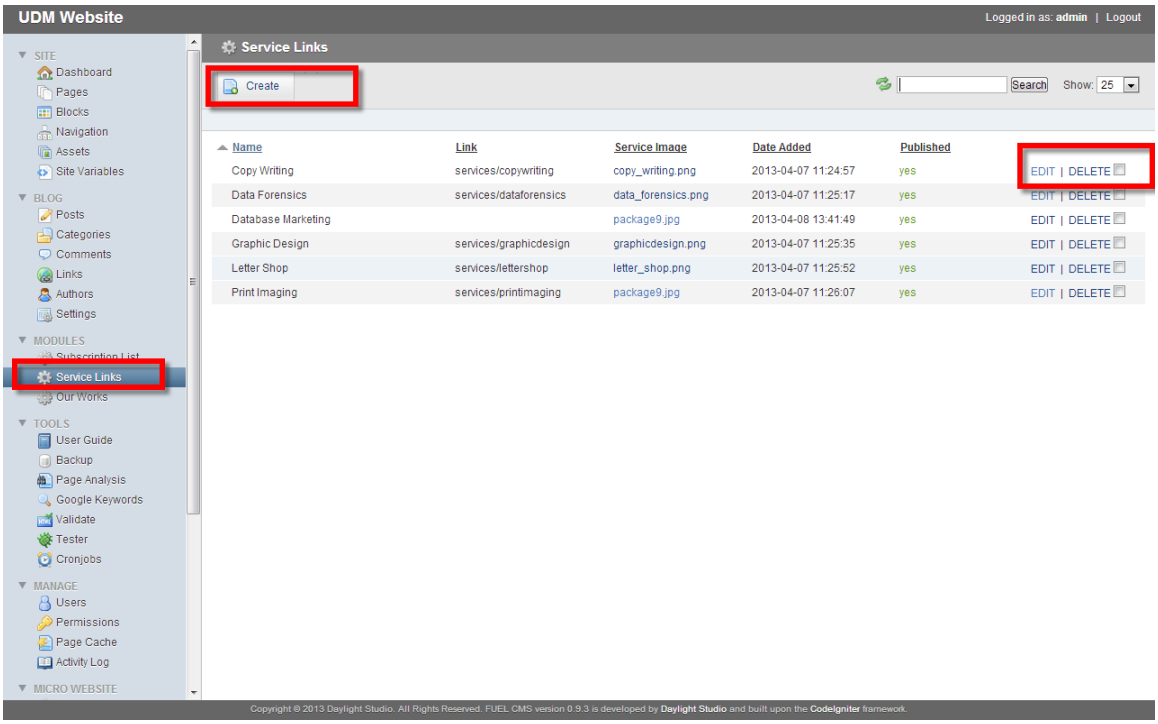


Figure 32 Service Links management in the CMS

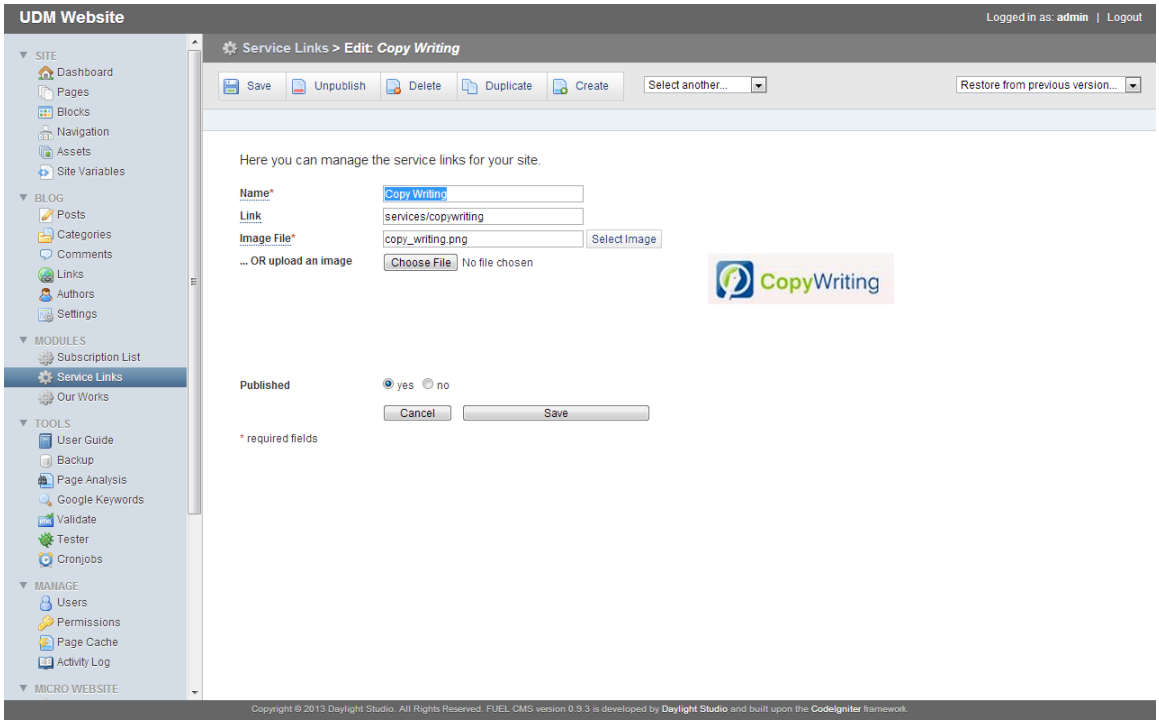


Figure 33 Edit service links

7. Our Works

This CMS section is used to manage the images that are shown on the Our Works page. The Our Works Page has its own special layout so that the works images may be displayed uniquely from the rest of the website pages. Therefore, please note that to use the Our Works Module on a Page, you will select the Layout called UDM_MY_WORKS and assign it to a navigation item.

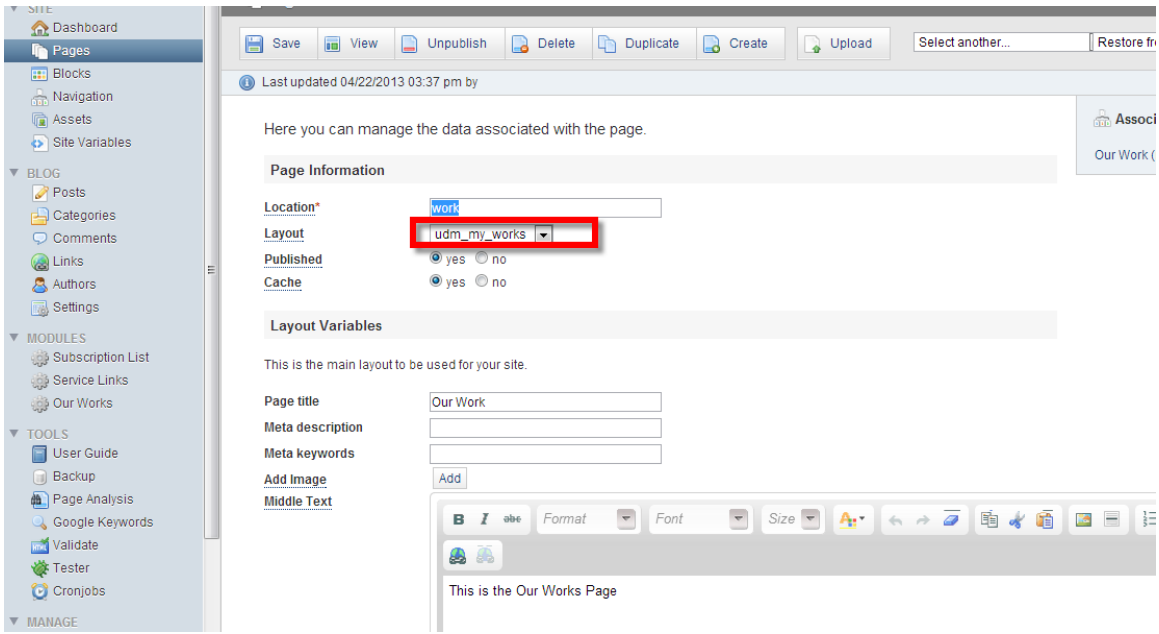


Figure 34 The Page Layout drop down used to indicate the page that is assigned to the Our Works layout

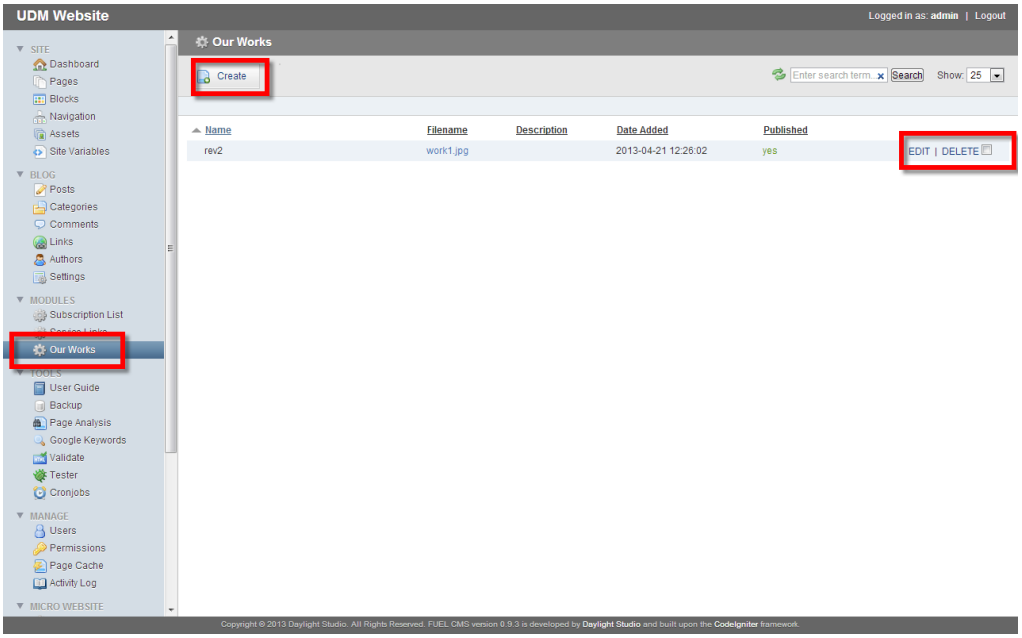


Figure 35 Manage the Our Work portion of the CMS

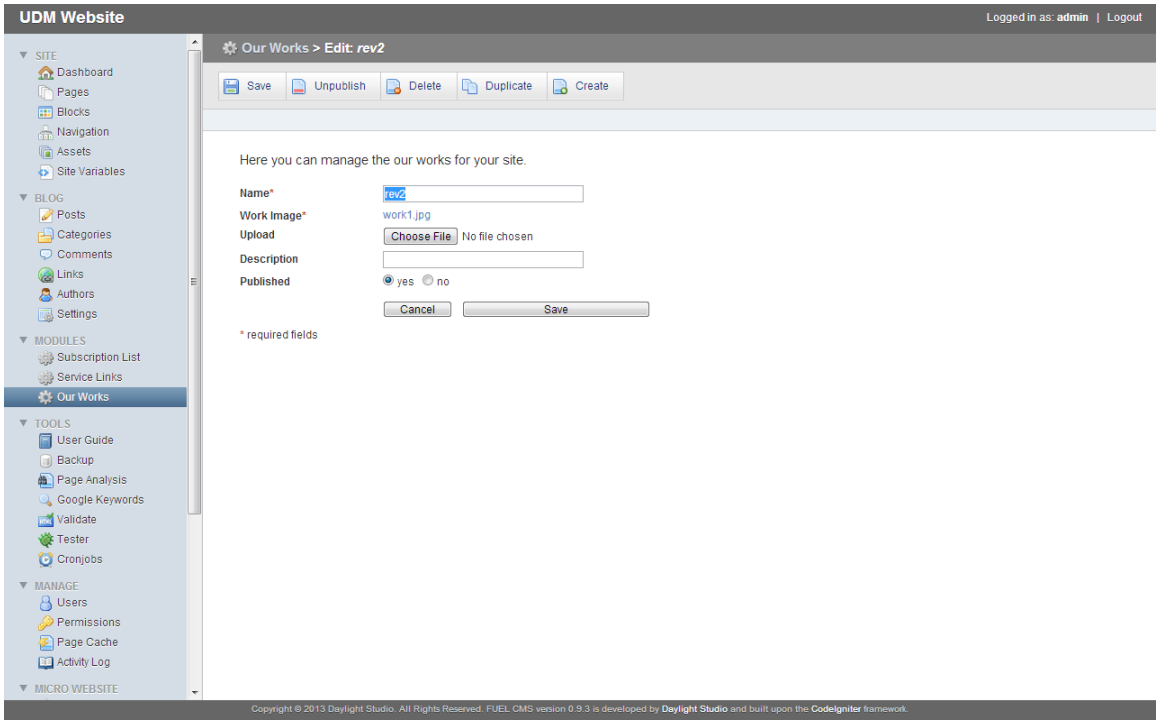


Figure 36 The editing for for Our Works items

8. Contact Us

This section of the CMS is used to manage the Contact Us page of the website. This Page has a unique layout that allows the CMS administrator to create a custom looking page for the contact page that includes a map of where your office is located. Here are the important items to understand when using the Contact Us CMS page:

1. Use the layout titled UDM_CONTACT in the Page Creation
2. Do not create a Location that conflicts with the out of the box FUEL Contact page. That means name the Contact Us URL and Page “Contact-Us”, and not “Contact”. “Contact” causes issues in FUEL.
3. The address and zoom level are important for the map to show correctly. Use the real address of your business location, and a zoom level of 12 to 15 to get a good zoom on the map.

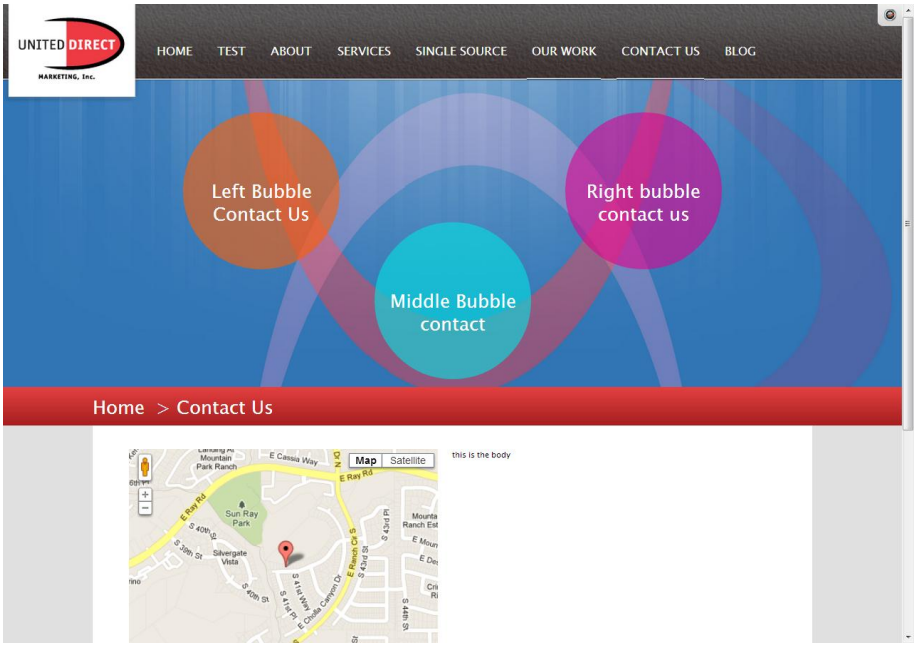


Figure 37 Sample look of the Contact Us Page

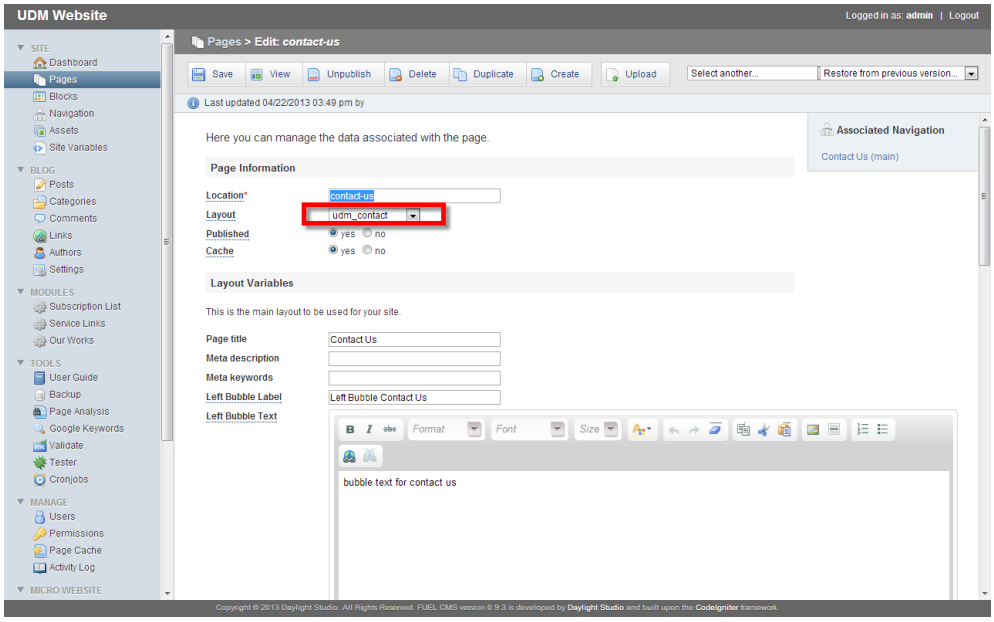


Figure 38 Use the UDM_CONTACT layout to build the special look and feel of the Contact Us Page

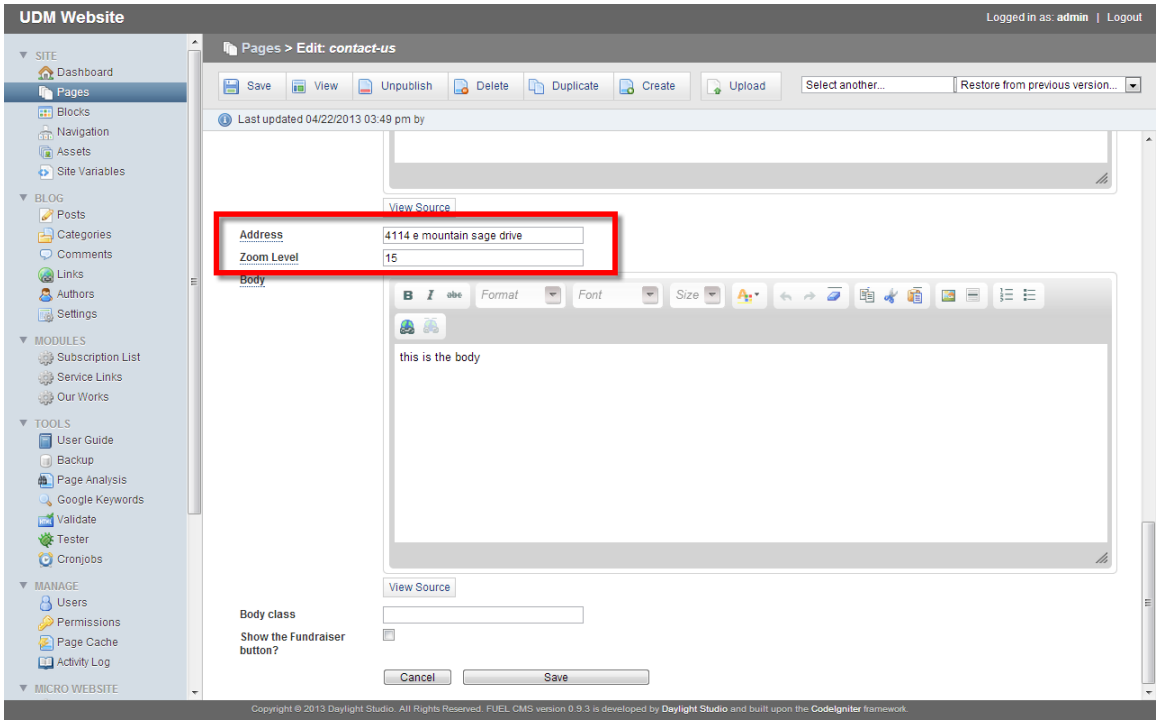


Figure 39 Creating the Contact Us page address and zoom level

9. Blog Features

The website has a flexible blog page where you may create new blog posts, search current blog posts, and use the FUEL CMS to manage the blogs, including privileges for different postings.

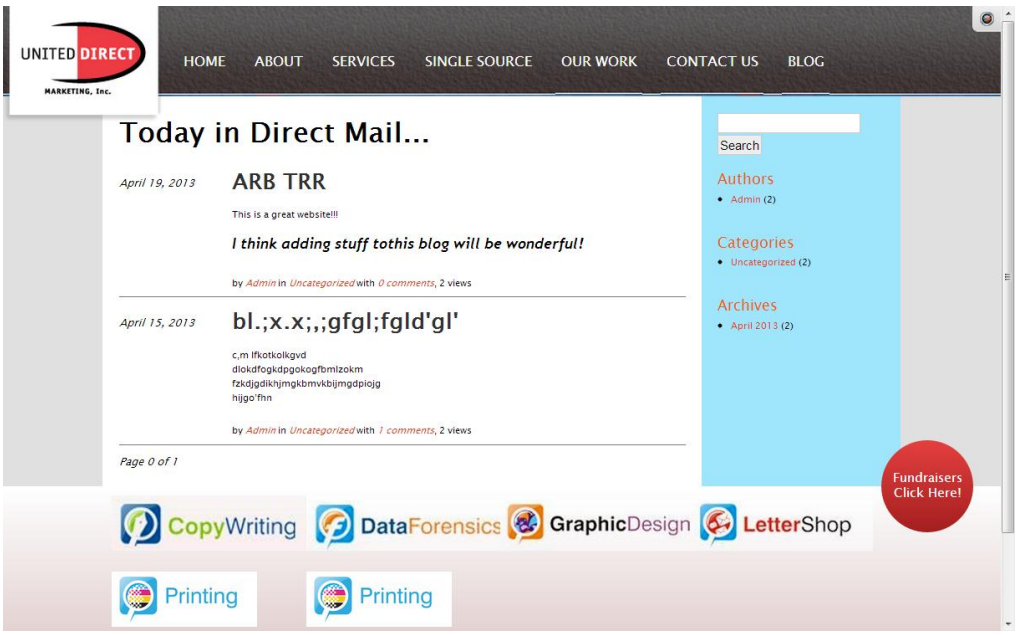


Figure 40 Blog page in the UDM website

9.1.Manage Blog Content

The Blog section of FUEL CMS may be used to edit the content of the Blog, create a Blog, and delete existing Blogs. Further, you may review the number of users that clicked on the Blog post (View Content). The following explains different features of the Blog.

1. Posts – this section allows the management of the primary posts. This is like the parent posts or topic.
2. Categories – use this section to create categories of blogs that will help to sort the blog posts when viewed on the Blog Page by the website users.
3. Comments – use this section to manage individual comments on the Blog.
4. Authors – use this section to create different user and permission levels for the Blogs.
5. Settings – this management section of the CMS is used to configure different features of the Blog.

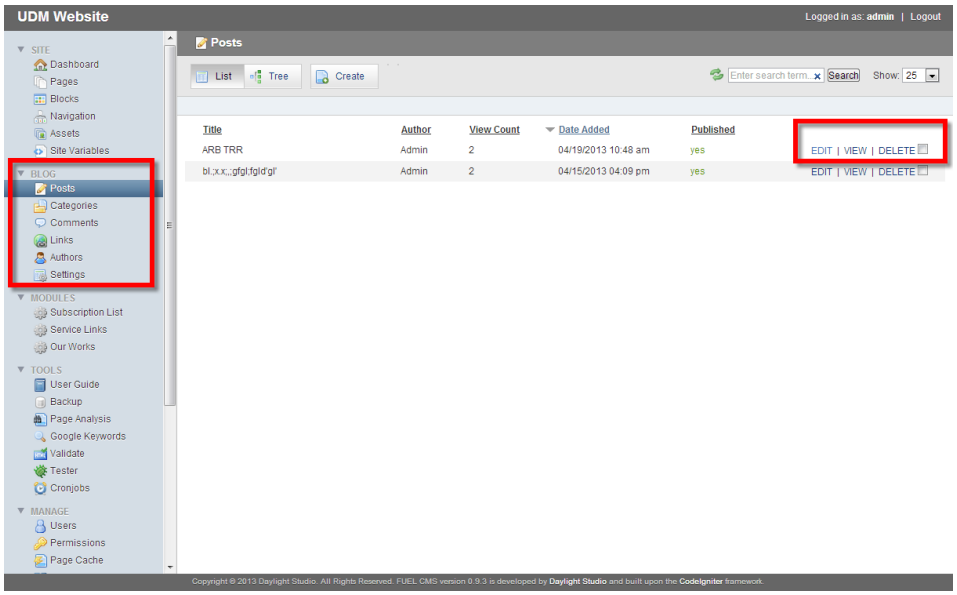


Figure 41 Mange the blog content on the website

10. General Webpage Content

10.1. Navigation Content generation

First, the user must be logged into the FUEL CMS. The most important thing to remember when creating the Navigation items is that this will be the direction to the Pages created in the Pages portion of FUEL. **The Location in the Site Navigation and the Location in the Site Pages must match for the navigation to occur to a page.**

The options available for the user in the FUEL CMS are:

1. Group: Currently only Main is used by the website.
2. Location: This is the navigation path of the page that is linked to.
    a. **The Location in the Site Navigation and the Location in the Site Pages must match for the navigation to occur to a page.**
3. Nav Key: The look and feel while selected
4. Label: This is how the navigation item will be displayed
5. Parent: This is where the navigation item falls under
6. Precedence: The precedence sets the order that the navigation item is displayed in the navigation drop down. The lower the number, the higher up on the drop down the item will be.
7. Attributes: unused
8. Selected: unused
9. Hidden: Selecting yes will hide this option
10. Nav Image: this will set an icon next to the navigation item
11. Published: this determines whether the item is displayed or not.

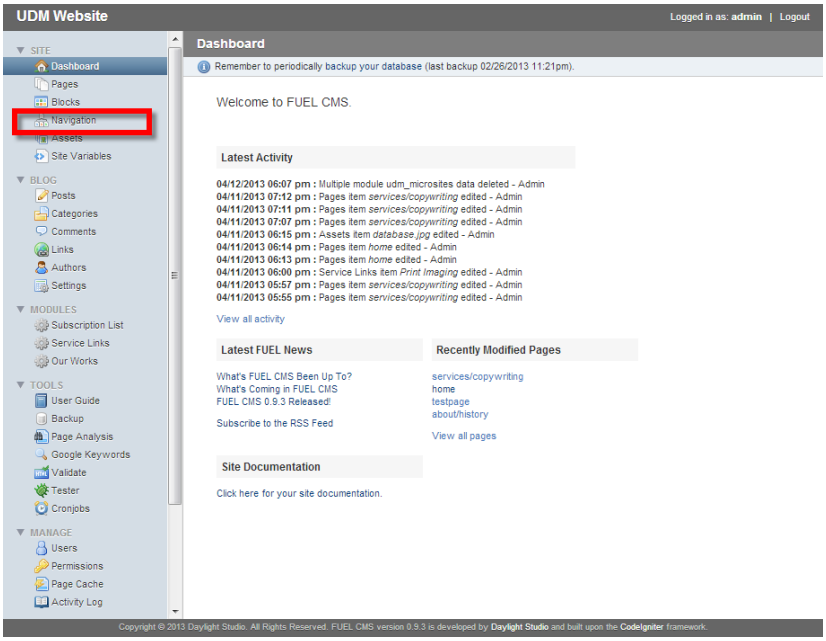


Figure 42 Navigation creation option in FUEL CMS

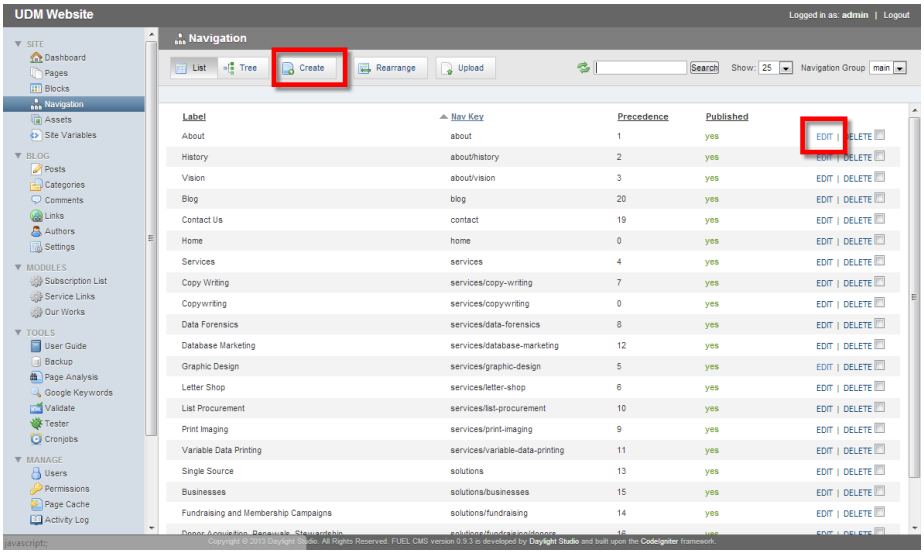

UDM Website
Logged in as: admin | Logout
Navigation
List
Tree
Create
Rearrange
Upload
Search
Show: 25
Navigation Group main
Label
Nav Key
Precedence
Published
About about 1 yes EDIT | DELETE
History about/history 2 yes EDIT | DELETE
Vision about/vision 3 yes EDIT | DELETE
Blog blog 20 yes EDIT | DELETE
Contact Us contact 19 yes EDIT | DELETE
Home home 0 yes EDIT | DELETE
Services services 4 yes EDIT | DELETE
Copy Writing services/copy-writing 7 yes EDIT | DELETE
Copywriting services/copywriting 0 yes EDIT | DELETE
Data Forensics services/data-forensics 8 yes EDIT | DELETE
Database Marketing services/database-marketing 12 yes EDIT | DELETE
Graphic Design services/graphic-design 5 yes EDIT | DELETE
Letter Shop services/letter-shop 6 yes EDIT | DELETE
List Procurement services/list-procurement 10 yes EDIT | DELETE
Print Imaging services/print-imaging 9 yes EDIT | DELETE
Variable Data Printing services/variable-data-printing 11 yes EDIT | DELETE
Single Source solutions 13 yes EDIT | DELETE
Businesses solutions/businesses 15 yes EDIT | DELETE
Fundraising and Membership Campaigns solutions/fundraising 14 yes EDIT | DELETE

Figure 43 Create or edit navigation items for the website

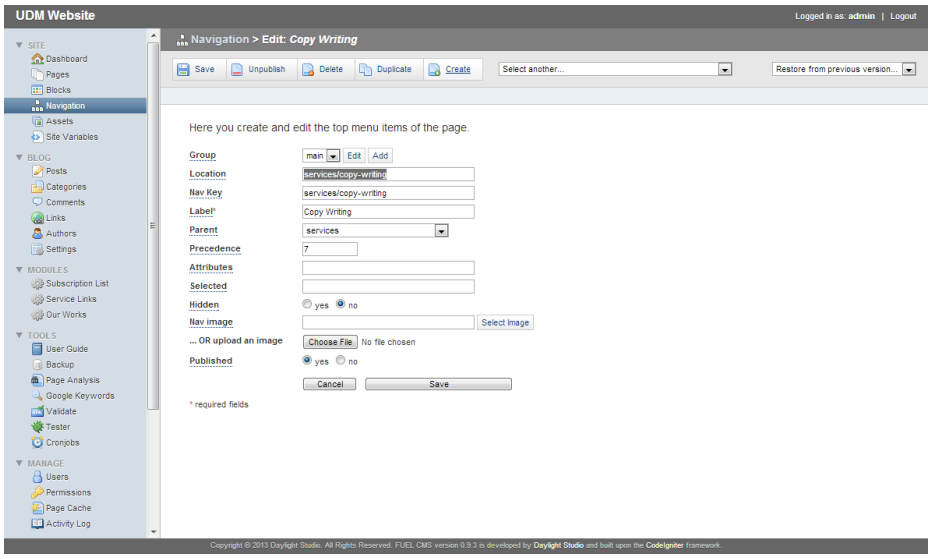


Figure 44 Options in the navigation creation of the FUEL CMS

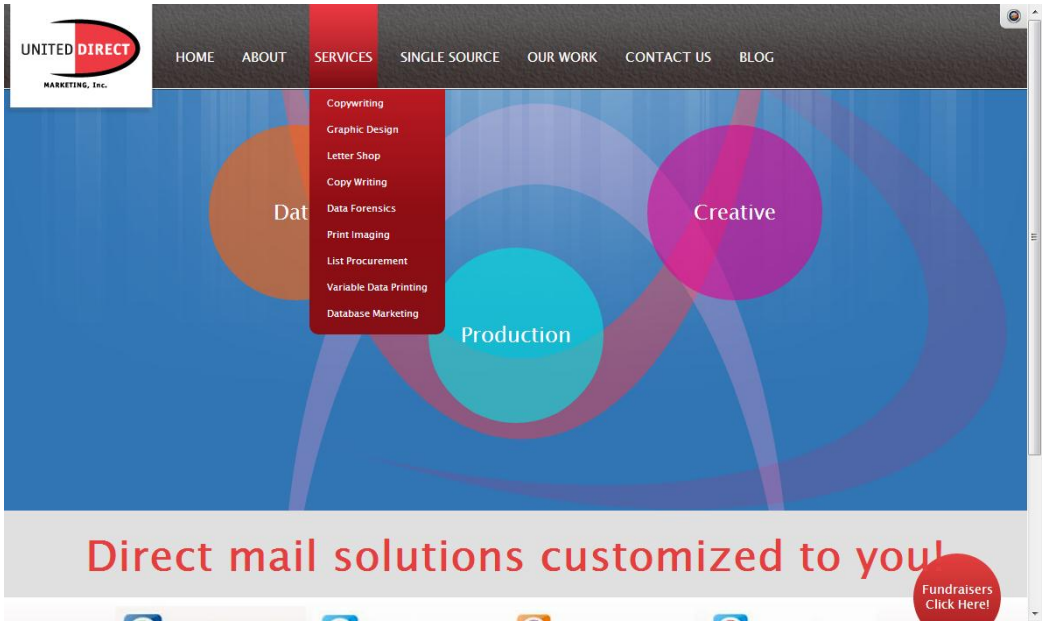


Figure 45 The Navigation Option of the UDM website that is modified.

10.2. Webpage Content generation and management

This portion of the FUEL CMS is used to create the website pages. These pages are linked to in the navigation of the website. That is described in the section above Navigation Content generation.

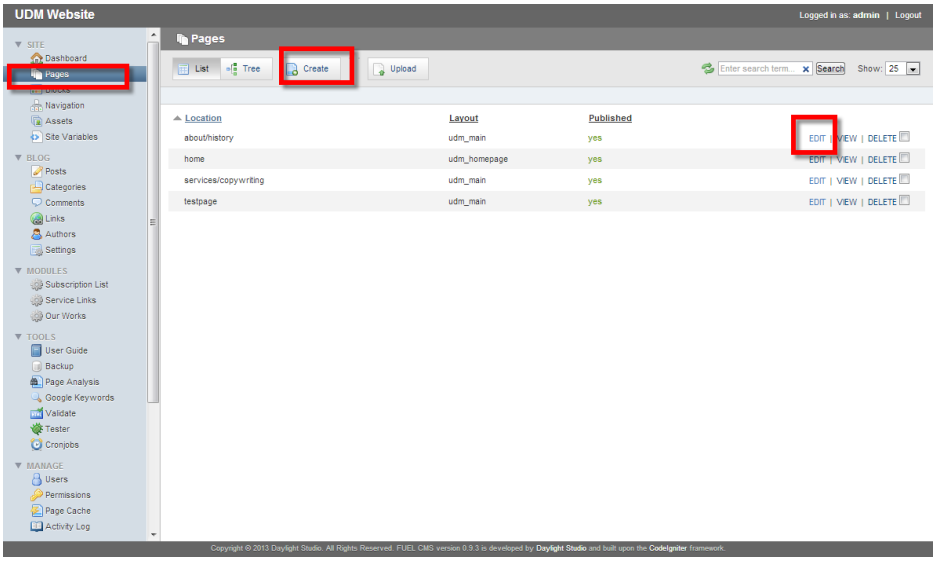


Figure 46 Create, Edit, and Delete UDM Website pages.

The options available to the user to create the website page content are described below. They include:

1. Location: this is the url where this page is located.
    a. **The Location in the Site Navigation and the Location in the Site Pages must match for the navigation to occur to a page.**
2. Layout: The site has several layouts to choose from
    a. UDM_MAIN – this is the primary layout for the pages on the site. Most pages will utilize this, including History.
    b. UDM_HOMEPAGE – this is a special layout for the home page look and feel. It is envisioned that this will be used for only the home page, although it could be used elsewhere. This page has the bubbles with hover content.
    c. UDM_CONTACT – this is the layout for the contact page of the website.
    d. UDM_MY_WORKS – this layout should be used for the my work option in the web page.
3. Published: use this to make the page inaccessible.
4. Cache: The UDM pages can set this variable to yes, as the content is not dynamic
5. Page title: The title that will show in the browsers tab

6. Meta: These variables are descriptors that are used by search engines
7. Top Image: In the UDM Main layout this is used to display the primary image at the top of the page. Note that this image will stretch to a specific size, so the width and height of the image are important to maintain aspect ratio.
8. Text:/Content: The UDM Main layout has two primary areas where text data may be modified to display.
9. Body Class: not used
10. Show the fundraiser button: This will determine if the fundraiser button will be shown at the bottom of the page.

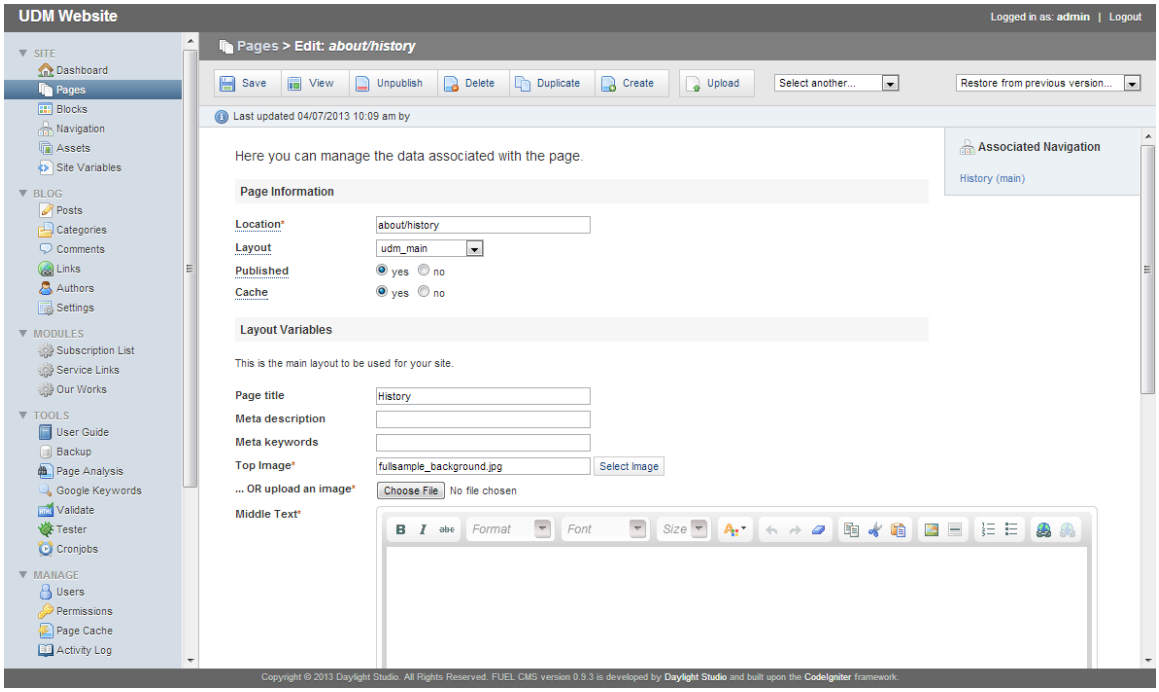


Figure 47 Create and edit UDM website pages

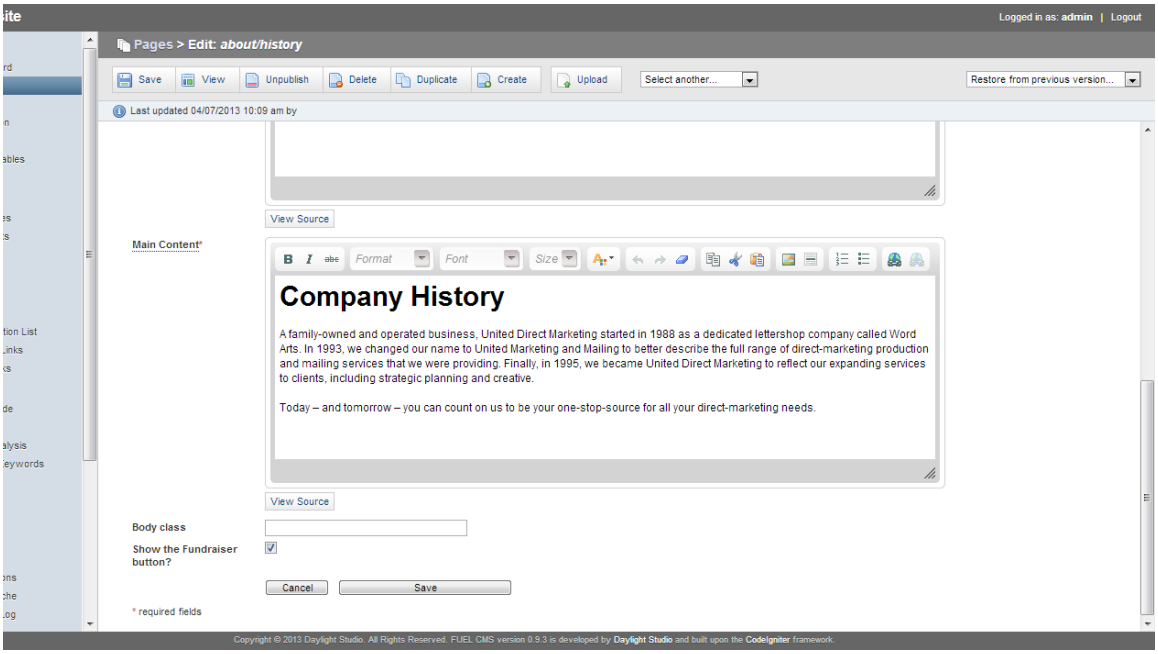

Logged in as: admin | Logout
Pages > Edit: about/history
Save
View
Unpublish
Delete
Duplicate
Create
Upload
Select another...
Restore from previous version...
Last updated 04/07/2013 10:09 am by
View Source
Main Content*
Format
Font
Size
Company History
A family-owned and operated business, United Direct Marketing started in 1988 as a dedicated lettershop company called Word Arts. In 1993, we changed our name to United Marketing and Mailing to better describe the full range of direct-marketing production and mailing services that we were providing. Finally, in 1995, we became United Direct Marketing to reflect our expanding services to clients, including strategic planning and creative.
Today – and tomorrow – you can count on us to be your one-stop-source for all your direct-marketing needs.
View Source
Body class
Show the Fundraiser button?
Cancel
Save
* required fields
Copyright © 2013 Daylight Studio. All Rights Reserved. FUEL CMS version 0.9.3 is developed by Daylight Studio and built upon the CodeIgniter framework.

Figure 48 Create and edit UDM website pages